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BROADCASTING TELECASTING

NEWSPAPER

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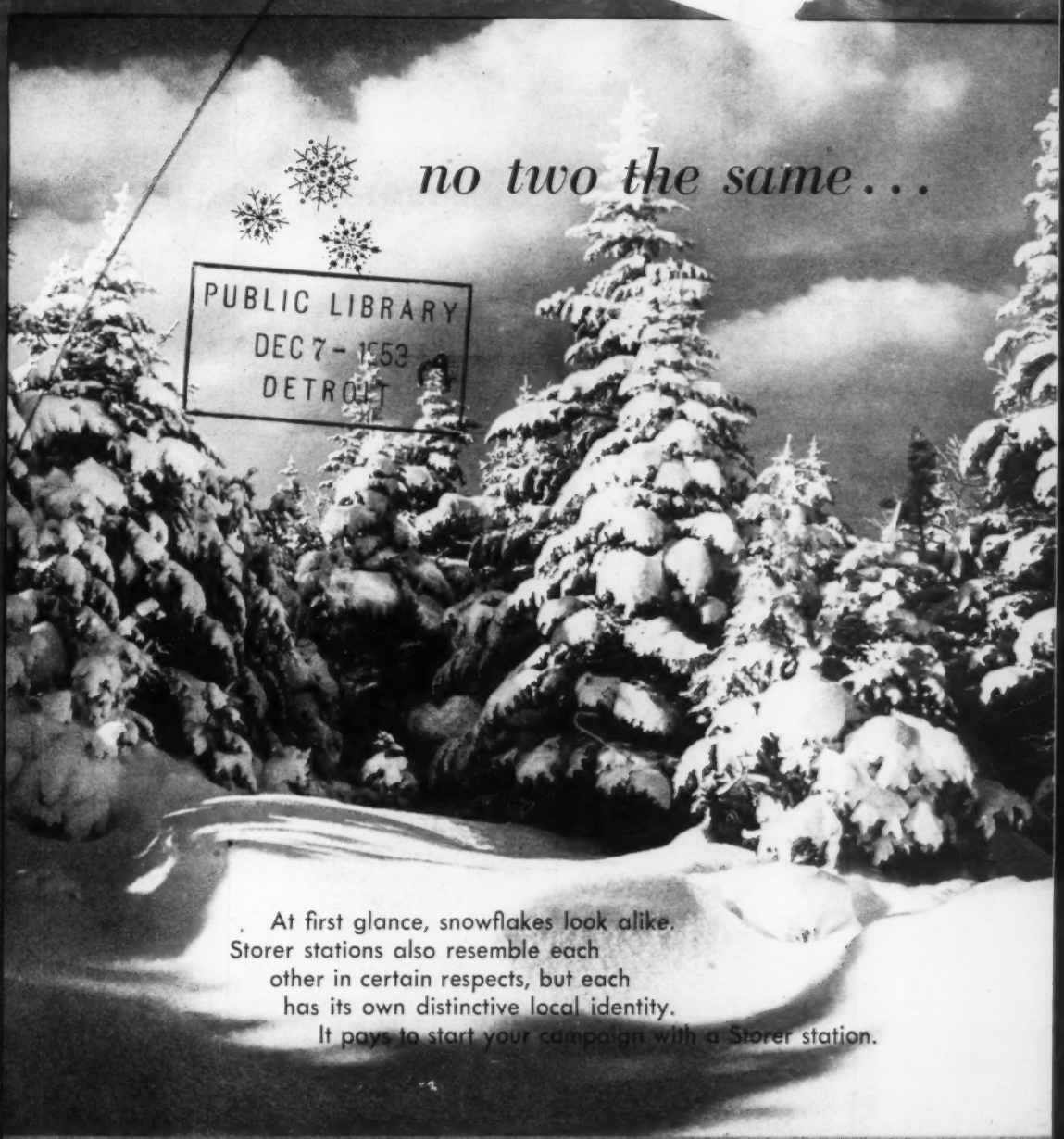
year

NEWSWEEKLY
RADIO AND TV


no two the same . . .
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DETROIT
At first glance, snowflakes look alike.
Storer stations also resemble each
other in certain respects, but each
has its own distinctive local identity.
It pays to start your campaign with a Storer station.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio · WJBK-TV Detroit, Mich. · WAGA-TV Atlanta, Ga. · KEYL-TV San Antonio, Texas · WBRC-TV Birmingham, Ala.

WSPD Toledo, Ohio · WJBK Detroit, Mich. · WAGA Atlanta, Ga. · KABC San Antonio, Texas · WBRC Birmingham, Ala. · WWVA Wheeling, W. Va. · WGBS Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director · BOB WOOD, Midwest National Sales Mgr.

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

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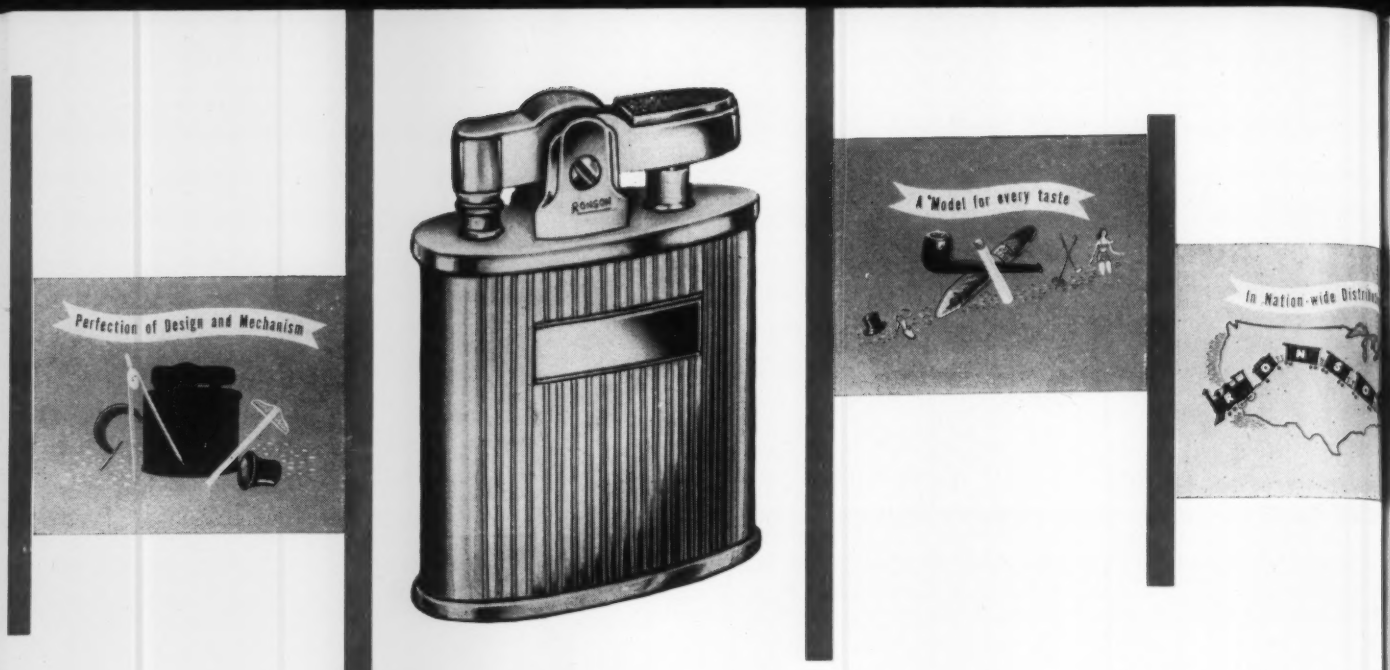

RONSON DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

To give you that immediate, convenient light, RONSON does a complete job. Behind every light is RONSON's thorough attention to engineering, styling and distribution. You never miss with a RONSON . . . for RONSON puts in the palm of your hand the sure-fire results you're always looking for.

Ever have the Richmond market in the palm of your hand? The Havens & Martin, Inc., Stations can do that for you. Years of pioneering and know-how deliver results in this rich market. WMBG, WCOD and WTVR offer you loyal listeners. Fine entertainment and public service round out a complete job. Join the other advertisers who have made the First Stations of Virginia their first choice.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

THE INTERMOUNTAIN NETWORK
where your prospects
LIVE — LISTEN and BUY!

THE INTERMOUNTAIN NETWORK
where CHEVROLET Dealers
LIVE — LISTEN and SELL!

119 Chevrolet Dealers in Zone 36 . . . Nevada, Utah, Idaho, Montana and Wyoming . . . Grouped together to buy —

16 NEWSCASTS WEEKLY

on 29 Intermountain Network Stations
(The most listened to stations in this area)

Chevrolet Dealers know that in today's competitive market you have to reach the buyer in every city and in the smallest hamlet to keep Chevrolet NUMBER ONE.

TO DO THAT
CHEVROLET DEALERS *BUY* IMN!

The Early Edition — The Noon News — The Late Evening Edition . . . all featuring Jim Peterson

TO *SELL* CHEVROLETS
SELL THE 7 STATE INTERMOUNTAIN EMPIRE
with

Mr. BIG in the Intermountain West

the INTERMOUNTAIN NETWORK

Mr. BIG in merchandising! Mr. Big in audience! Mr. BIG in concentrated home-town coverage where people live, listen and buy!

Represented nationally by Avery-Knodel, Inc.

LYNN L. MEYER, President **146 South Main Street, Salt Lake City, Utah**

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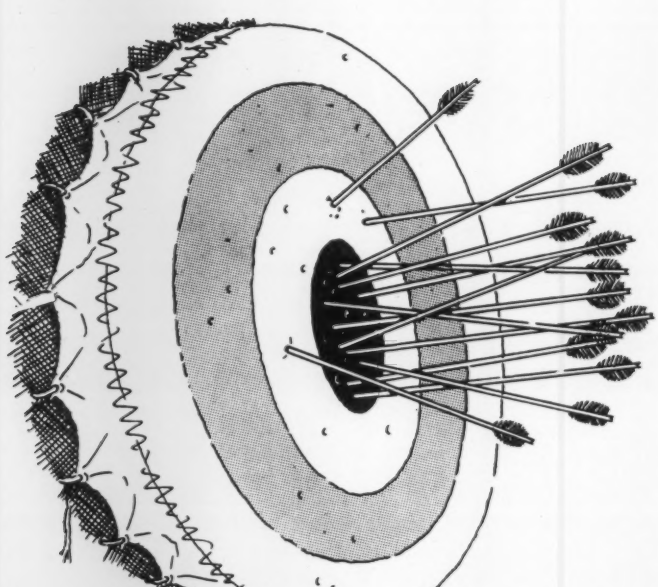


Couldn't be much Better...

11 of the first 15
TOP TELEVISION SHOWS IN DALLAS ARE ON KRLD-TV

PULSE OCT., 1953

Straight across the board, KRLD-TV's dominating leadership in North Texas is demonstrated over and over again.

Program dominance, Maximum Power, Wider territorial coverage, a consistently better and more dependable picture insures the largest possible viewer audience.

The prospects for successful and profitable advertising effort COULDN'T BE MUCH BETTER . . . on KRLD-TV. Channel 4 sells more . . . simple as that.

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

KRLD-TV

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE
100,000 WATTS VIDEO
50,000 WATTS AUDIO

Channel 4, Dallas

closed circuit

SUCCESSOR to William B. Ryan as president of Broadcast Advertising Bureau may be selected this week. Best guess is that active operating head will be Kevin Sweeney, present vice president. It's understood Mr. Sweeney, who draws $30,000, has notified BAB board he will leave 90 days after appointment of new president. Selection committee, headed by Robert D. Swezey, WDSU-AM-TV New Orleans, is expected to urge Sweeney to remain, possibly as executive vice president or president. Mr. Ryan has not announced plans.

★ ★ ★

WHILE OUTLOOK on compromise of NCAA football telecast problem looks bleak indeed at this writing, longer range view is that agreement may evolve from regional structure, whereby dozen or more areas, on conference basis, will telecast games under regional sponsorship.

★ ★ ★

WESTINGHOUSE Radio Stations Inc., out of NARTB fold for some eight years, expected to rejoin after Jan. 1 when Chris Witting assumes WRS presidency. Stations will mean $12-14,000 additional revenue for NARTB.

★ ★ ★

WHICH WAY will FCC go if *Daily Worker* (Communist) protests refusal of networks to grant it time to answer Sen. McCarthy's recent blast? Educated answer: FCC would hold hands-down that Sec. 315 of Communications Act (equal time provision for political candidates) does not apply and that networks are perfectly competent to handle programming matters.

★ ★ ★

GAINING MOMENTUM is plan of uhf advocates to convince networks they should provide competitive service in two or three markets on uhf as means of speeding development and of encouraging manufacturers to produce high quality all-band receivers.

★ ★ ★

EMERGENCE of color tv from talk to practical stage seen in report that AT&T has ordered 40 color monitors from RCA, just about enough to supply cities with stations that have signed up to receive equipment to broadcast network colorcasts as soon as it is available. Pressure also is on to get as many installations as possible completed before Jan. 1, when it is hoped dozen or more NBC-TV outlets will broadcast Tournament of Roses Parade in color. No confirmation of any of this from AT&T, RCA or NBC, however, as all are mum on subject pending FCC approval of compatible color system which will be used.

★ ★ ★

STATION representatives and stations, both radio and television, tremendously busy past few weeks handling availabilities for two car companies. Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., is placing week-long campaigns in mid-December in about 600 markets while Ford Motor Co., through J. Walter Thompson, N. Y., is starting January campaign in almost every market in country.

★ ★ ★

FCC'S MULTIPLE ownership ruling, announced fortnight ago, does not relegate uhf consideration to limbo of unknown future. Guess is that Commission before end of year will consider proposals to expedite development of uhf through licensing of perhaps two stations above existing five-station ownership limit. When FCC enacted new limitation rules, it was with understanding that uhf factor would again receive consideration at earliest practicable time.

★ ★ ★

IT'S STILL early to predict what unpredictable Big Ed Johnson (D-Colo.) will do about his Senate seat. Statement last week that he may retire from politics or baseball (see story, page 60) was no surprise to many of his intimates who feel Sen. Johnson will give up his nonsalaried presidency of Western League club in preference to Senate post. Reason: pressures will be applied to keep him in Senate because of close GOP-Democratic lineup.

★ ★ ★

ALTHOUGH FCC has no direct jurisdiction over such developments as film-on-tape, its intense interest is reflected in assignment of two of its top engineers to witness RCA demonstration at Princeton laboratories last Tuesday (story page 31). FCC feels development not only would revolutionize film production, but also could mean economic salvation of small tv stations not inter-connected for network service.

★ ★ ★

SECOND Hoover Commission on Executive Branch Reorganization has not touched FCC in current investigations and research into government integration. Possibly year will elapse before commission considers FCC Chairman's powers. First Hoover unit recommended Chairman's powers be increased substantially but Congress defeated proposal. Possible integration of FCC functions with another agency isn't being considered and it's doubtful whether it will be authorized, sources say.

★ ★ ★

LOOK for negotiations between NARTB's Public Events Committee and American Bar Assn. looking toward easing of ABA's Canon 35, which establishes rule of profession that radio, tv and cameras should not be admitted to court hearings.

★ ★ ★

RICHARD BUCKLEY, just resigned as president of John Blair & Co., radio station representatives, N. Y. [B•T, Nov. 30], reportedly is considering forming his own station representative organization.

IN THIS ISSUE

LEAD STORY

Taped television in black-and-white and color may be reality in two years. *Page 31.*

ADVERTISERS & AGENCIES

In expansion move, D'Arcy Adv. hires Robert Ganger, former president of P. Lorillard, as chairman of board. *Page 34.*

PROGRAM SERVICES

Songwriters who sued for divorcement of BMI and broadcasters start campaign to raise funds for legal fees. *Page 38.*

Slight hope rises that satisfactory ASCAP television licenses will be obtained. *Page 38.*

Paramount Pictures would make new as well as old movies available to subscription tv. *Page 40.*

FACTS & FIGURES

Kansas people spend more time with radio than with tv, newspapers and magazines combined. *Page 44.*

TRADE ASSOCIATIONS

Radio farm directors, at annual convention, study promotion and programming as twin tools for building bigger farm audiences. *Page 49.*

GOVERNMENT

Revenue Bureau grants excess profits tax relief to tv. *Page 56.*

Withdrawals of competitive bids permit five tv grants. *Page 58.*

STATIONS

WGAR Cleveland and KXLY-AM-TV Spokane sold in deals totaling $3.7 million. *Page 64.*

Weekly summary of new tv station starts and those expected in next 30 days. *Page 68.*

Radio-tv stations add mass of news shows and special features to keep New Yorkers informed during newspaper strike. *Page 74.*

NETWORKS

DuMont's Ted Bergmann says color television won't amount to much for "several years." *Page 76.*

Eighteen cities added to AT&T tv system in November. *Page 80.*

INTERNATIONAL

British agencies and advertisers think future of commercial tv, competing with BBC, looks good. *Page 82.*

FEATURES

Fairfax Cone picks 10 tv commercials he wishes Foote, Cone & Belding had made. *Page 90.*

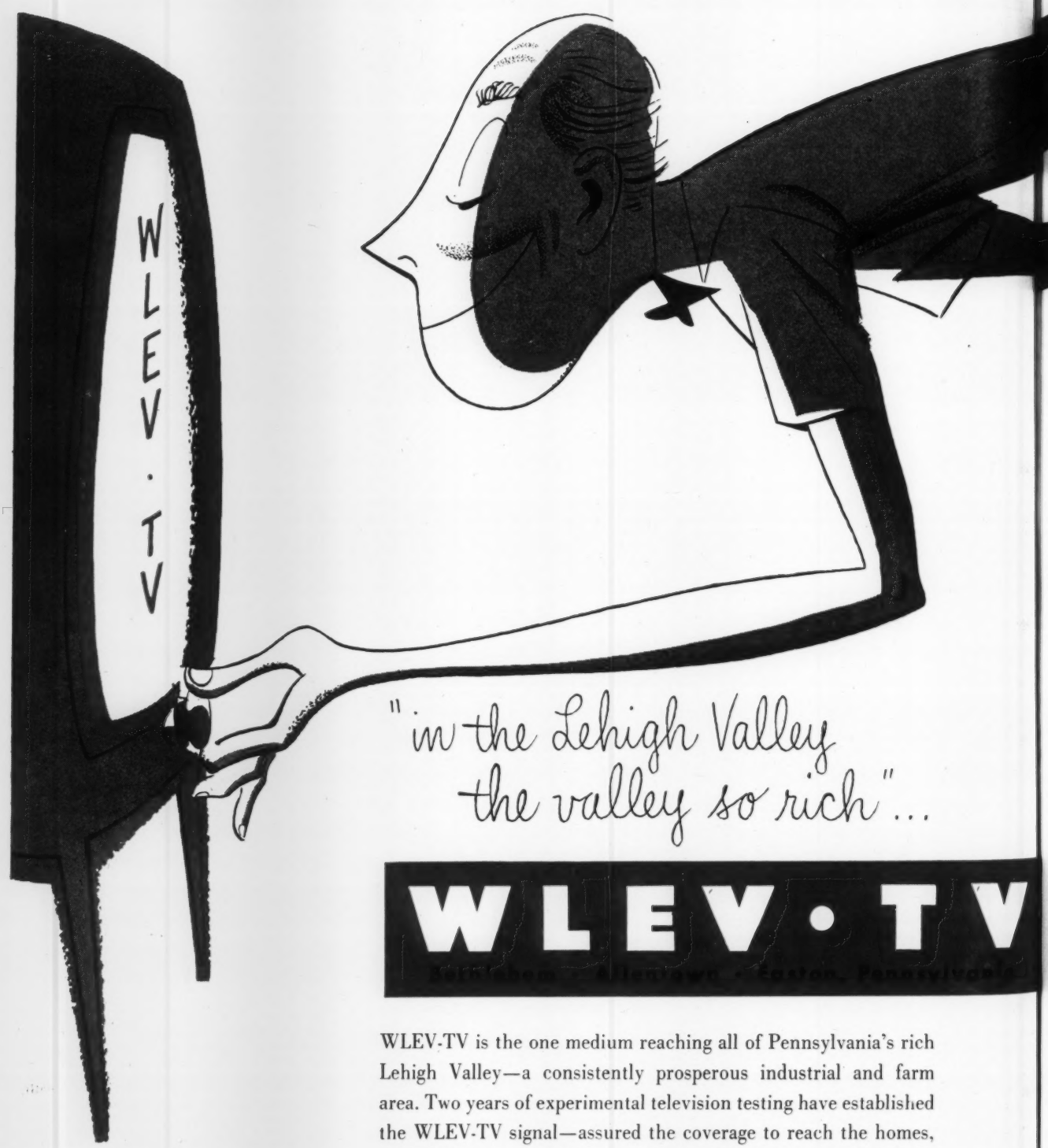
How radio made S.S.S. the biggest selling liquid tonic in America. *Page 94.*

Korean lesson: How not to cover a war by radio. *Page 97.*

FOR THE RECORD

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets. *Page 131.*

Commencement target dates of all tv grantees. *Page 134.*



"in the Lehigh Valley
the valley so rich"...

WLEV·TV

Bethlehem · Allentown · Easton, Pennsylvania

Steinman Station

WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1,097,387,000 spent annually in retail sales. *Buy WLEV-TV.*

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco

NBC

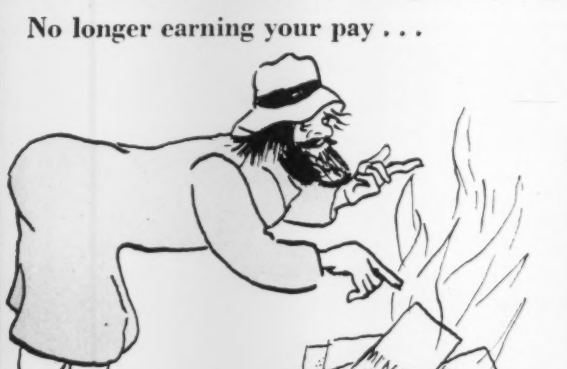
TV AFFILIATE

IVANOVITCH
was doing his hitch
At the job of spying on S.A.C.,*

*Strategic Air Command

When this report of grave import
To the Kremlin's masters came back—

"Recovered from craze, changed my ways,
No longer earning your pay . . .



Forgot Revolution. Through with confusion.
Now Listen to KOWH most the day!"

AVERAGE HOOPER KOWH 35.6%

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru October, 1953.)
- *Largest share of audience,* of any independent station in America! (Oct., 1953.)

Kowh
OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

WEAVER NBC PRES.; R. W. SARNOFF EXEC. VP

ELECTION of Sylvester L. (Pat) Weaver Jr. as president of NBC and Robert W. Sarnoff as executive vice president announced Friday by Brig. Gen. David Sarnoff, RCA-NBC board chairman and also NBC president since resignation of Frank White [B•T, July 27].

Mr. Weaver is vice chairman of NBC board and since mid-September has been in charge of tv network programs, after serving as vice president in charge of both radio and television networks and supervising development of NBC's color tv plans. Mr. Sarnoff, son of Gen. Sarnoff, is head of NBC Film Div. and, also since September, has served additionally as executive assistant to Mr. Weaver.

There was speculation that Carl Stanton, now director of Film Div., will take over as head of that unit, succeeding Mr. Sarnoff. Most NBC key officials will report to Mr. Sarnoff in his new role, and Mr. Sarnoff will report to Mr. Weaver, who is responsible to Gen. Sarnoff. With Mr. Weaver's election as president, title of vice chairman of NBC board is being dropped, though President Weaver will continue as board member.

Continues Active Interest

Gen. Sarnoff, whose announcement followed regular board meeting, said as board chairman he would continue to take active interest in NBC; that Mr. Weaver "has a happy combination of the attitudes, talents and experience" needed for presidency and "will have my full support in his efforts to keep our network first in programming, first in audience, first in sales, and first in public service." Election of Robert Sarnoff at Mr. Weaver's suggestion, he said, will relieve President Weaver of burden of administrative details.

In closed circuit talk to NBC affiliates Gen. Sarnoff said that with elections of Messrs. Weaver, 44, and Sarnoff, 35, "our organization is complete" and "we are all set for many years to come."

Mr. Weaver told affiliates that "Bob and I make a good team . . . respect each other . . . have a genuine desire to advance NBC's interests because we are convinced that's the best way we can advance the interests of our audience, our sponsors and our affiliates. And we have the same fundamental concept of our job . . . and we intend to make it possible for any advertiser who can afford any national advertising medium at all to afford our facilities too."

New president paid tribute to Gen. Sarnoff and RCA-NBC and said "we look forward eagerly to the new tools that our scientists will give us to increase the effectiveness of our broadcasting service to the public. And when I speak of our broadcasting service," he said, "I most certainly refer to radio as well as to television. I firmly believe in the value and permanency of radio. NBC is the pioneer in radio and led the way in developing this medium. We are determined to meet the challenge of changing conditions and to take advantage of every opportunity to create new services and to increase business for sound broadcasting."

He assured affiliates that "we will do nothing that is not in your interest as holders of the NBC franchise in your community. I promise you today that Bob and I will do everything in our power to make NBC the greatest social force and the greatest selling force in the nation."

Gen. Sarnoff said that though his own service as NBC's acting president had made "extremely heavy demands on my time and energies" it had been "an experience I have thoroughly enjoyed" and had "given me the better understanding of the needs and problems of NBC that can only come from intimate daily association with its operations." Discussing selection of

Mr. Weaver

Mr. Sarnoff

Mr. Weaver, he said NBC had "many fine executives" from which to choose, and continued:

"All these months that I have been acting as president, as well as chairman of NBC, have confirmed my belief that basic to the broadcasting business is the quality and character of its program structure—'the play's the thing.' Before and above all else, we have a responsibility to build not only the best individual programs, but a complete schedule of good programs that will satisfy the varied needs and interests of the vast public we serve. Only in this way can a network continue to hold its great audience. Moreover, this is the surest way to serve the public interest, the interest of our stockholders and the interest of advertisers. . . .

"Another major responsibility is to continue to devise economically practical patterns that will enable an ever greater number of advertisers—large and small—to broadcast their messages effectively to the audience we have won.

"So, I concluded that the president of NBC should have an awareness of high purpose, a sincere regard for public service, a proven capacity for showmanship, a thorough understanding of the advertisers' needs and problems, and an appreciation of the economic facts of life in the broadcasting industry. . . ."

Mr. Weaver joined NBC in 1949 as head of television, after 23 years in advertising and broadcasting including service as advertising manager of American Tobacco Co. and radio-tv vice president of Young & Rubicam. He became vice president in charge of NBC radio-tv networks in summer 1952 and was elected vice chairman of board and assigned to planning and supervision of color developments last December.

Mr. Sarnoff joined NBC in 1948 in sales department after three years in Navy and three with Cowles Publications. After serving in numerous capacities, including tv production manager, tv program sales manager, and director of unit production for tv, he was elected a vice president in June 1951 and year later was put in charge of Film Div.

9-Hour News Program

AS OUTGROWTH of photo-engravers strike that had shut down New York Daily newspapers since Nov. 27 (see story page 74), WOR-TV launched newspaper-style news program lasting nine hours last Saturday. Called *Newspaper on 9*, program was scheduled on Saturday from 7 a.m.-4 p.m. and Sunday, 8 a.m.-5 p.m., with plans for extension if strike continued. Station normally begins operations on Saturday at 4 p.m. and Sunday at 5 p.m. Format of program is built around complete newspaper, with all types of news and features and new "edition" every hour. Station spokesman said late Friday that several advertisers, including Macy's Dept. Store, were considering sponsorship of nine-hour segment. In another development stemming from strike, WABC New York announced Friday that in addition to 2 hours and 50 minutes of newscasts daily, station will broadcast highlights from *New York Herald Tribune* columns and comics each night from 8:30-9 p.m.

• BUSINESS BRIEFLY

SPOT RADIO FOR STANDARD • Standard Brands, on behalf of Royal pudding and Blue Bonnet margarine, planning 26-week spot announcement radio campaign to start Jan. 4 in approximately 50 markets. Ted Bates Inc., N. Y., is agency.

ABC CARNATION SHOW • Carnation Co. (evaporated milk and Friskies dog food) sponsoring *When A Girl Marries* on ABC Radio, Mon.-Fri., 10:45-11 a.m., for 52 weeks starting Jan. 4. Agency: Erwin, Wasey & Co., S. F.

YULE DRIVE FOR PAPER-MATE • Papermate pens, through Foote, Cone & Belding, N. Y., placing Christmas spot announcement campaign in number of markets.

RCA Declares Dividends

RCA FRIDAY declared extra dividend of 20 cents per share and quarterly dividend of 25 cents per share on common stock, both payable Jan. 25 to holders of record Jan. 5, Brig. Gen. David Sarnoff, board chairman, announced. New policy, he said, will entail quarterly declaration of common stock dividends in May, August, November and February, provided future earnings justify them. Common stock dividends since 1951 have been on semi-annual basis. Board also on Friday declared dividend of 87½ cents a share on RCA first preferred stock for first quarter of 1954, payable April 1 to holders of record March 15. During 1953, RCA's common stock dividends amounted to $20,312,000; preferred dividends to $3,152,952.

Five Take MBS Shows

ACQUISITION of sponsorship for five radio programs over Mutual was announced Friday by Adolph N. Hult, vice president in charge of sales. New sponsors are: Niagara Mfg. & Distributing Co., through Olian & Bronner Adv., Chicago, for *Gabriel Heatter* (Tues., 7:30-7:45 p.m. EST), starting Jan. 5; Credit Union National Assn., Madison, through J. Walter Thompson Co., N. Y., for *People Helping Each Other* (Sun, 4:55-5 p.m. EST), starting Jan. 3; Gillette Safety Razor Co., Boston, through Maxon Adv., N. Y., for Blue-Grey football game from Montgomery, Ala., on Dec. 26, starting at 2:45 p.m. EST; Miller Brewing Co., Milwaukee, through Mathisson & Assoc., Milwaukee, for professional football championship game on Dec. 27 at time and site still undetermined, and Mutual Benefit Health & Accident Assn. of Omaha, through Bozell & Jacobs, Chicago, for annual *Mutual of Omaha Calling* program on Christmas Day, 2-3 p.m. EST.

TOP *disclosure* SECRET

Repeat Our Last Ad- For No Matter How You Try To Say It- The WJBK Story is Consistent... *"The BALL OF FIRE Station in The Rich Detroit Market"*

TELL and SELL on

WJBK

DETROIT

Tops in MUSIC, NEWS and SPORTS

A STORER STATION

Represented Nationally by THE KATZ AGENCY

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

KTAC Asks Leniency From FCC; Other Actions

KTAC Tacoma, Wash., petitioned FCC Friday to set aside order to show cause why license should not be revoked for failure to file annual ownership report. Citing past record of "meticulous" compliance, KTAC submitted report, regretted delay caused in part by illness and death of minority stockholder. FCC set hearing Jan. 18 on KTAC order, plus similar order for WLOI La Porte, Ind.

Protest Multiple Ownership Rules

FIRST formal protest to FCC's new multiple ownership rules filed by St. Louis Telecast Inc., Commission reported Friday. Petition of St. Louis ch. 11 applicant seeks deletion of "footnote 10" of new rules which would allow CBS' KMOX St. Louis to continue in ch. 11 hearing under "grandfather clause" despite fact CBS already has interest in full limit of five tv stations (early story page 62).

St. Louis Telecast, which also seeks continuance of ch. 11 case now set Dec. 31, charged contestants are prejudiced by ability of CBS to remain in hearing and make choice among several pending bids in which it has interest. Others seeking ch. 11 there include St. Louis Amusement Co. and 220 Tv Inc.

Duluth Grant Recommended

GRANT of vhf ch. 3 to KDAL Duluth recommended in initial decision issued Friday by FCC Hearing Examiner Herbert Sharfman following withdrawal of competitive bid by WEBC there (early story page 60).

Third Applicant for Indianapolis Ch. 13

THIRD applicant for vhf ch. 13 at Indianapolis, Mid-West Tv Corp., petitioned FCC Friday in protest of Crosley Broadcasting Corp. switch from vhf ch. 8 to ch. 13. Earlier, WIBC and WIRE filed joint protest (story page 60).

WKDN Ch. 17 Bid Unopposed

BID of WKDN Camden, N. J., for uhf ch. 17 becomes unopposed as Patrick Joseph Stanton, operator WJMJ Philadelphia, petitioned FCC Friday to dismiss his ch. 17 application. He would get $2,200 from WKDN to cover expenses.

WBAM Files for Selma

NEW tv bid for vhf ch. 8 at Selma, Ala., filed at FCC Friday by Deep South Broadcasting Co., operator WBAM Montgomery.

WRS, WGN Endorse Short Form

PROPOSED simplification of FCC's annual ownership and financial report forms for broadcast stations were endorsed Friday in comments filed with Commission by Westinghouse Radio Stations Inc. and WGN Chicago.

Dothan Channel Switch Asked

SWITCH of vhf ch. 9 from Dothan, Ala., to Tallahassee, Fla., asked of FCC Friday in petition by John H. Phipps, operating WTAL there. No one seeks channel at Dothan, he said, citing Tallahassee has only two commercial channels, uhf chs. 24 and 51, plus educational vhf ch. 11. Earlier, KIT-TV Yakima, Wash., surrendering permit for uhf ch. 23, petitioned for addition of vhf ch. 2 there (story page 60).

RCA Holds Color Clinics For Station Engineers

COLOR television clinics for 150 station engineers will attend two-day clinic opening today (Mon.) at RCA Victor plant, Camden, N. J., under A. R. Hopkins, manager of RCA Broadcast Marketing Div. Clinic to be repeated next Monday-Tuesday.

RCA engineers and executives associated with color development will conduct sessions. Studio, transmitting, test equipment will be demonstrated to familiarize engineers with color operation. Invited guests represent stations that have ordered RCA color equipment. First color clinic, held Oct. 28-29, was attended by consulting engineers.

UPCOMING

Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.

Dec. 7-8: ABC executives meet with officers of o&o stations, New York.

Dec. 9-10: NARTB Tv Code Review Board, NARTB Hdqtrs., Washington.

Dec. 11: NBC-TV Affiliates' Executive Committee meets with network officials, New York.

Dec. 11: Maryland-D. C. Broadcasters Assn., Sheraton Park Hotel, Washington.

For other Upcomings see page 137.

Third Vhf Channel Available for Milwaukee

THIRD commercial vhf channel made available for Milwaukee area as FCC Friday finalized rule-making to add ch. 6 to Whitefish Bay, Wis., just north of city. WMIL-TV Milwaukee late Friday surrendered permit for uhf ch. 31, filed for ch. 6. Hearst Corp.'s WISN there, which petitioned for ch. 6 allocation [B•T, Oct. 5], to file for ch. 6 today (Mon.).

To effect Whitefish Bay ch. 6, FCC changed ch. 5 at Marquette, Mich., to ch. 6 and changed ch. 6 at Green Bay, Wis., to ch. 5. Revisions become effective 30 days after publication in *Federal Register*. On air at Milwaukee are vhf ch. 4 WTMJ-TV, uhf ch. 19 WOKY-TV and uhf ch. 25 WCAN-TV. Vhf ch. 10 is reserved for education. Four bids are in contest for vhf ch. 12 (story page 58).

Doherty Cites Cost Studies At Tennessee State Meeting

PAYROLLS provide major challenge in effecting economies at small stations, Richard P. Doherty, NARTB labor vice president, told Tenn. Assn. of Broadcasters Friday at Nashville. In conducting wage-hour clinic he pointed out payrolls consume over 60% of total cost of small stations. Most other operating costs are relatively fixed, he explained, stressing importance of management efficiency. He reviewed NARTB findings on station operating expenses.

Jack Weldon, WAIR Winston-Salem, N. C., moderated panel on sale of news. Participants included Ed Ball, AP, and Cliff Marshall and Tom Kettison of UP. J. Frank Jarman, WDNC Durham, N. C., spoke on audience promotion and public relations. Bert Ferguson, WDIA Memphis, moderated panel on remote control. Participants included Frank Corbett, WGAP Maryville, and J. E. Walker, WDOD Chattanooga. Ken Sparnon, BMI, discussed music program. Mrs. Drue Smith, WAPO Chattanooga, discussed ways of making women's programs click.

Earl Winger, WDOD Chattanooga, was elected association president. Other officers include John Hart, WBIR Knoxville, vice president, and Mrs. Smith, secretary-treasurer. Board members: Parry Sheftall, WJZM Clarksville; Robert McKay, WKRM Columbus; Arthur Wilkerson, WLIL Lenoir.

PEOPLE

RICHARD G. YATES, assistant director of sales of Republic Pictures Corp., appointed executive assistant to president and vice president in charge of sales of Hollywood Television Service, tv film distribution company. Mr. Yates will headquarter in New York.

JACK SHEFRIN, radio-tv director of John Kaye Adv. Agency, Kansas City, to WRNY Rochester, N. Y., as general manager.

WALTER E. BLODGETT, advertising office manager, Standard Oil Co. of Ind., retires Dec. 30 after 47 years with company and 25 years in advertising. He is well-known to radio-tv time salesmen and played important part in buying of "millions of dollars worth of advertising," according to Wesley I. Nunn, Standard advertising manager.

WILLIAM A. WOOD, former director of public affairs, CBS-TV Washington, named manager educational WQED (TV) Pittsburgh.

LOIS JACOBY, editor, CBS, and before that with Kenyon & Eckhardt, to J. W. Thompson Co., N. Y., as editor and writer on Eastman Kodak film series.

STEVE BEARD, formerly of Dallas office of Blair-Tv, has joined New York sales staff of tv representative firm. Replacing him in Dallas is **FRANK CARTER,** previously associated with KWFT-AM-TV Wichita Falls, Tex.

Groups Named to Probe Freedom of News Access

SUBCOMMITTEES to investigate various areas of "public events" in relation to access granted or denied radio-tv in covering them were named by Edgar Kobak of WTWA Thomson, Ga., chairman of NARTB Public Events Committee, in course of New York committee meeting Friday. Committee also recommended its name be changed to Committee on Freedom of Information.

Assignments to subcommittees (mostly of one man each) were: radio-tv access to legislative proceedings, P. A. Sugg, WKY-TV Oklahoma City; to judicial proceedings, Paul Raibourn, KTLA (TV) Los Angeles; admission beyond fire and police lines, etc., Merrill Lindsay, WSOY Decatur, Ill.; review of current bans on access to public events, Victor A. Sholis, WHAS-TV Louisville, and E. R. Vadeboncoeur, WSYR Syracuse; to prepare demonstration to show radio-tv do not interfere with orderly conduct of business, Joseph Close, WKNE Keene, N. H.; on equal treatment with other media in matter of news releases from official organizations, Victor C. Diehm, WAZL Hazleton, Pa. Committeemen at meeting included Messrs. Kobak, Sugg, Raibourn, Lindsay, Vadeboncoeur, Sholis, Close, and Diehm. Absent: Richard A. Moore, KTTV (TV) Hollywood; John F. Patt, WGAR Cleveland; Hugh B. Terry, KLZ-TV Denver. NARTB officials attending session included Board Chairman and General Counsel Justin Miller; President Harold E. Fellows; Secretary-Treasurer C. E. Arney Jr.; Administrative Vice President Robert K. Richards; Government Relations Vice President Ralph W. Hardy, and Thad H. Brown, vice president and counsel to tv board.

Truman RTES Speaker

EX-PRESIDENT Harry S. Truman will be guest speaker at January luncheon meeting of Radio & Television Executives Society, to be held Monday, Jan. 11, at New York's Hotel Roosevelt. Date was set to accommodate Mr. Truman, who will be in New York for appearance on *Omnibus* Jan. 10.

Renew Periods After Winchell

ABC Friday night announced renewal by P. Lorillard Co. of *Taylor Grant News* on ABC Radio, Sunday, 9:15-9:30 p.m. EST, and by Brown & Williamson Tobacco Co. of *Orchid Award* on ABC-TV, Sunday, 9:15-9:30 p.m. EST. Announcements came after earlier reports of sponsor sentiment against periods following Walter Winchell simulcast, 9-9:15 p.m. EST, on same networks.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

FOR THE ADVERTISER WANTING CLASS "A" TIME

"MUSIC FROM THE STARS"

7:05-7:30 pm

MONDAY thru FRIDAY

A DISC JOCKEY SHOW FEATURING THE MUSIC OF A DIFFERENT RECORDING ARTIST EACH NIGHT. . . .

CONLAN RATING 14.1

Represented by THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Cornell Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Jo. Gitlitz, Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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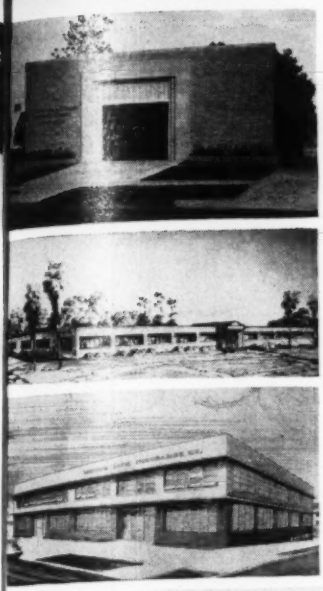

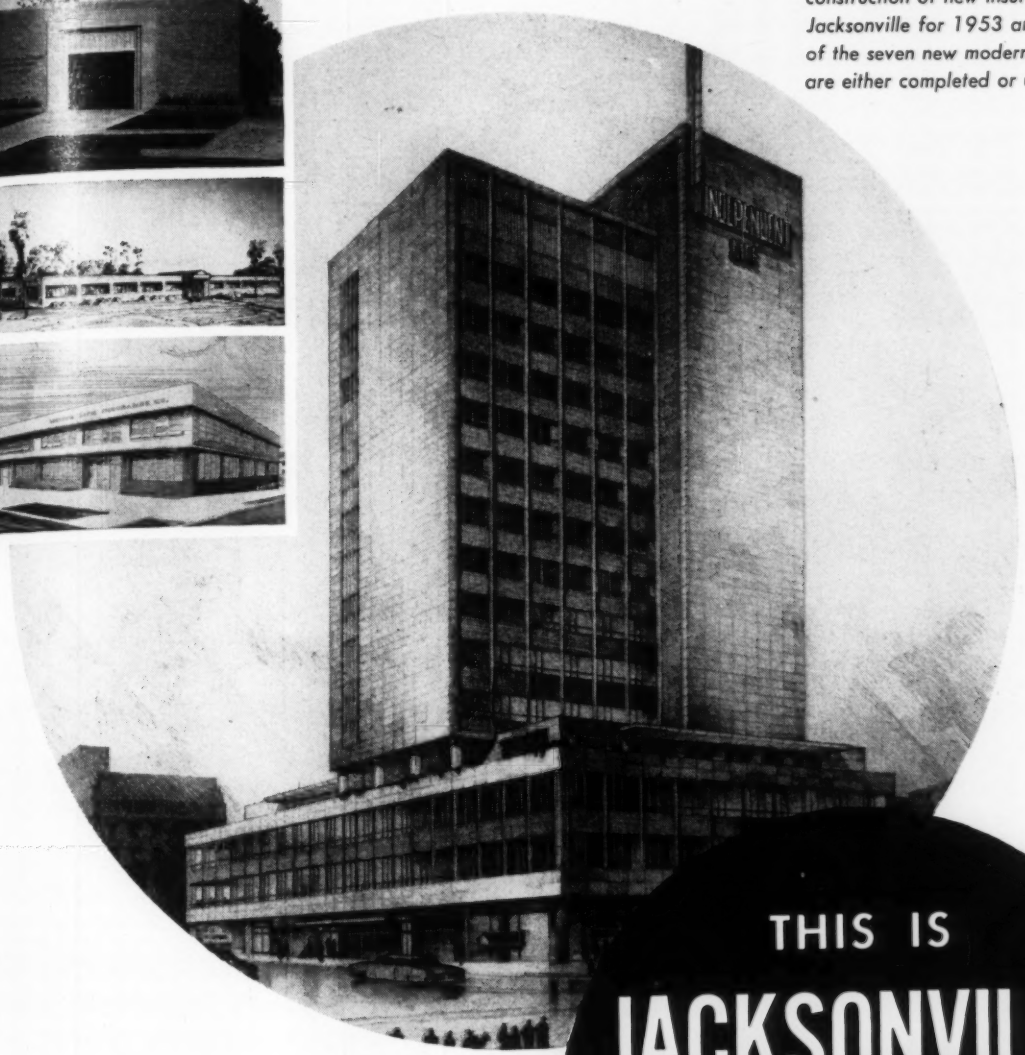

$25,000,000 has been set aside for construction of new insurance buildings in Jacksonville for 1953 and 1954. Here are four of the seven new modern offices which are either completed or under construction.

THIS IS

JACKSONVILLE

FLORIDA...

Insurance center of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ... and WMBR-TV is Florida's most powerful television station!

WMBR

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Source: Latest Pulse Reports

Represented by CBS Radio and Television Spot Sales

Only the Best

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 years, KPRC has shown top results because of leadership in popular live local programs... top local news coverage... audience rating... cost per thousand... coverage... network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

FIRST

FIRST in Circulation
FIRST in News
FIRST in Ratings
FIRST in Local Talent
FIRST in Live Shows
FIRST in Merchandising and Promotion
FIRST in Public Service
FIRST in Physical Equipment

XUM

STAYS First

FIRST IN NEWS

In Houston, KPRC gets the news first.

Six full-time radio newsmen cover the great Houston and Gulf Coast area for KPRC's 17 daily newscasts, sportscasts, and weathercasts.

Each KPRC news specialist covers his own beat, writes, edits, and broadcasts. You won't find a "rip-and-tear-man" on KPRC's news staff. Announcers announce only. Each newscaster works full time in the station's news department.

National and regional news rolls in over not two, not three, but *five* AP wires! Weather forecasts are piped in through a direct line to the U.S. Weather Bureau.

KPRC's alert news staff competes with all news gathering agencies in Houston, including the station's own associate, The Houston Post!

In Houston no other radio station offers this comprehensive news coverage.

Seasoned news editor Pat Flaherty heads KPRC's outstanding news staff. A veteran NBC correspondent, Pat holds the Headliner's Citation for his distinguished radio reporting of the 1947 Texas City disaster.

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

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it's here . . . NOW!

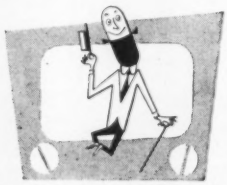
TV in CHARLESTON, W. VA.

with WKNA-TV

selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks



the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED TELEVISION

PAROLE FILE 732

Network: CBS Radio (presented Nov. 27, 9-10 p.m. EST)
Narrator: Eric Sevareid
Format: Hour-long study of a parolee from Colorado State Penitentiary, centering on his prison activities during the last week of his sentence and following him as he faces readjustment to an outside world that has seen 22 years of change.
Supervisor: Stuart Novins, director of public affairs, CBS Radio
Producer: Al Morgan
Staff: CBS Radio Feature Project reporter Don Kellerman; Sheldon Peterson of KLZ Denver, CBS Radio affiliate

WITH *Parole File 732*, CBS Radio added luster to its reputation in the documentary field, continuing a high level of performance that has distinguished its previous Feature Project productions which so far have examined such significant subjects as civil defense, teenager problems, medical charlatans, and Iron Curtain country refugees.

It was largely the method of presentation in *Parole File 732*, as in other productions, that accounted for its effectiveness, both as a documentary record and as a dramatic episode. Wisely, the producers felt there was drama enough in the story of a man who discovers freedom after serving 22 years behind prison bars without having to introduce contrived embellishments that have marred similar productions. The accent was always on sobriety and simplicity of presentation. There were no dramatic flourishes; if anything, a quality of under-emphasis sharpened the inherent dramatic elements.

There was painstaking attention to detail, pointing up staples of everyday living to which a parolee is a stranger. How do people cross on traffic lights? How do they order meals in a restaurant? Where did all these bright neon lights come from? Wonder how these new gear-shifts on cars work?

As program narrator, Peabody Award winner Eric Sevareid provided an illuminating commentary that was ever consistent with the program's keynote of simplicity, factual presentation and good taste.

* * *

VOICE OF FIRESTONE

NBC and NBC-TV simulcast 8:30-9 p.m. (Nov. 30 anniversary program continued 9-9:30 on tv only.)
Sponsor: Firestone Tire & Rubber Co.
Agency: Sweeney & James Co., Cleveland
Producer: Charles Polacheck
Directors: Edwin Dunham (radio), Mr. Polacheck (tv)
Musical Director: Howard Barlow
Writer: A. J. McGuinness
Announcer: Hugh James
Stars Nov. 30: Rise Stevens, Eleanor Steber, Jerome Hines, Brian Sullivan, Thomas L. Thomas, Robert Rounseville

AMONG the institutions of broadcasting none is hardier than the *Voice of Firestone* which, as of last Monday, had been around 25 years.

Except for changes in performers, occasioned by the attrition of time, this venerable series today is not noticeably different from the opening broadcast in 1928. An orchestra and singers are on hand to present music from opera, operetta and lighter sources. As a concession to television (the show became a simulcast in 1949) dancers now get into the act, but not to the exclusion of the audio portion of the program.

The selections on the Nov. 30 show included "Home on the Range" and the sextette from "Lucia," a fair example of the general musical gamut of the series.

If there is a formula that explains the lon-

gevity of this series, it must be the practice of conservatism. The show resides in middle ground, aiming neither at the intellectual nor the boob, and hence commands a large and faithful audience. It is a formula that practically guarantees a 50th anniversary.

* * *

TURNER CALLING

Network: ABC Radio
Origination: Chicago
Time: Mon.-Thurs., 9:15-9:30 p.m. CST (Nov. 30 premiere)
Commentator: Ulmer Turner
Producer-Director: Hal Taylor
Announcer: Jay Arlun
Writer: Ulmer Turner

TURNER CALLING is a moderately successful attempt to combine "hard" news developments with taped pickups of commentaries from foreign world capitals as gleaned by newscaster Ulmer Turner at his suburban Chicago shortwave "listening post" for use on ABC radio.

Mr. Turner's program, unusual in concept, opens with "actual Congo jungle drums and bells" and a staccato of voices: "This is Moscow calling; This is London calling," and finally "This is Turner Calling." Explaining that the program comprises the latest news and voices of government officials from other countries, "friends and foes," Mr. Turner, on the show under scrutiny, delved into "hard" news: About 22 Americans who refused repatriation from Korea, former Michigan Gov. Sigler's air crash into WBCK-TV Battle Creek's tv tower (see separate story this issue), the wreck of an Erie express train, Agriculture Secretary Ezra Benson's views on fixed farm prices, and Indo-China developments.

Mr. Turner then invited listeners, coast to coast, to hear their "political enemies right at work." He played tapes from Radio Moscow on collective farms and from Radio France, noting that many listeners have never heard foreign radio propaganda. More news capsules touched on the Greenlease case, Korean atrocities and USSR propaganda program.

The principal flaw in the Turner show as now composed is that it leans too heavily on the ordinary reporting of news which can be heard almost anywhere on radio, at the expense of the international eavesdropping which could make it unique. More time for that and less for commonplace news reading would improve the program.

* * *

BOOKS

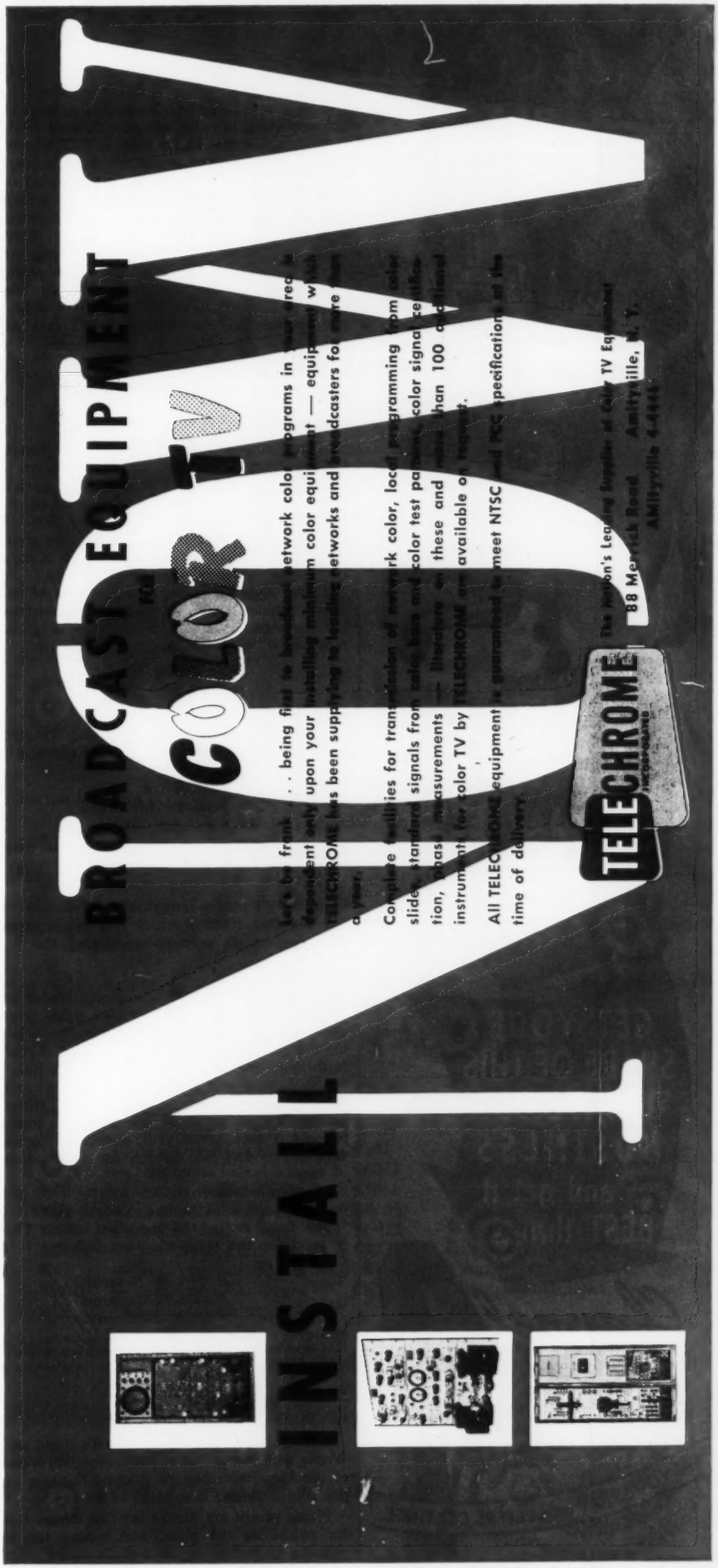
PRACTICAL TELEVISION ENGINEERING (Second Edition) by Scott Helt. Rinehart & Co., 232 Madision Ave., New York 16. 744 pp. $7.50.

MR. HELT, with the Research Division of Allen B. DuMont Laboratories and also instructor in tv at Columbia U., gives a detailed engineering treatment of television explaining all the components of transmitters and receivers, how they work, and how they are combined in the complete television system. Transmitting and broadcasting problems are emphasized. The book ranges from fundamentals to the most intricate complexities of tv.

* * *

MINNIE PEARL'S DIARY, by Minnie Pearl (Ophelia Colley Cannon). Greenberg, Publisher, 201 E. 57th St., New York 22. 77 pp. $1.

THE popular comedienne of NBC's WSM Nashville's *Grand Ole Opry* employs the same rural humor as she does on the *Opry* to describe four months of the doings among her friends, relatives and beaux at Grinders Switch (two wagon greasin's from Atlanta). With photographs.



OPEN MIKE

Fear and Favor

EDITOR:

I am a veteran in broadcasting. I've been an active member of radio, and now tv, since 1935.

In the years that I have been in the business, I've been proud to be part of it . . .Then overnight a handful of men make me ashamed of my chosen profession. A handful of high-priced, highly rated executives allow a Joe McCarthy to scare them into giving him time . . . What have the networks, or the folks running the networks, to fear from an FCC investigation . . . Where is our free radio and tv, free from political pressures, when we allow a McCarthy or anyone else to come along and throw the fear of God into us? . . .

Cy Newman
Cy Newman Advertising
Port Washington, N. Y.

EDITOR:

As the political writer for the Modesto Junior College weekly newspaper, the *Collegian,* I would like to have your permission to reprint, in full, your editorial entitled "The Great Hitch-Hike" appearing on page 114 of your Nov. 23 edition of B•T. Appropriate credit will be given and I shall see that your office receives a copy of the paper in which the reprint appears.

I, like you, was appalled at the gall of the junior Senator from Wisconsin who somehow got the sometimes wise broadcasters to allow him "equal" air-time. How ridiculous.

Mickey Hart
Modesto, Calif.

EDITOR:

Isn't this pretty silly after giving Truman his half-hour? What's sauce for the goose, etc. You ought to know better.

J. F. Koons
Midland Adv. Agency
Cincinnati

Opinion on Opinions

EDITOR:

Recently I read a remark by somebody who inferred that trade journals had no business editorializing on matters concerning the industry.

I disagree.

Since 1940 I have been a steady reader of your book and from time to time made good use of its many features and articles. But the one thing that has always stood out is your forthright opinions as expressed editorially. While I have not always agreed with your viewpoints (you can't be right all the time) nevertheless it seems to me that too much praise has been given your journal for other departments and not enough for your points of view.

Whether a reader agrees with you or not on an issue, I think he has to admit you don't "pussy foot" around the important issues. This is good for the radio-television industry.

Keep it up.

Robert M. Reuschle,
National Sales Mgr.
WHUM-TV Reading, Pa.

[EDITOR'S NOTE: Mr. Reuschle was manager of McCann-Erickson's radio-tv timebuying department before joining WHUM-TV.]

News Summary

EDITOR:

The article by Jim Reed, "What's Right and Wrong with Radio News" [B•T, Nov. 30] is one of the finest contributions to good thinking on this subject I have ever seen.

Please accept my thanks for two things, first for publishing the piece, and second for so printing it, backed by advertising matter, that I can clip it and paste it up for reference to young newsmen in radio and tv.

But, also let me take strong issue with one point in the piece, the recommendation that newscasters should voice the commercials. That is bad. . . .

John Kirkwood
Denver, Colo.

Merchandising

EDITOR:

There is so much discussion these days about merchandising support offered by radio stations that it's refreshing to get a factual summary which calls the shots as they are. By that I mean tells what stations offer. So I am glad to see B•T publish its merchandising supplement [Nov. 30]. It's a valuable reference work for anyone in the industry—for agencies and stations alike.

Frank Woodruff
Promotion and Research Dir.
Free & Peters, New York

EDITOR:

Foul! . . . We wuz robbed!

I realize, of course, that it's not your fault that we are not included in the merchandising edition that you put out this week. For that matter, I'm sure it's probably not K & E's fault, but ours for somehow or other either overlooking or mislaying the questionnaire (although I don't remember one).

Howsomever, the odd part of the whole thing is that as far as I know we're the only station in the entire state that actually has a full-time merchandising department whose work is exclusively devoted to making route calls, preparing jumbo cards, trade letters, *ad infinitum.* We have two people who do nothing but work full-time with distributors and dealers, salesmen and suppliers, and who are not only equipped to perform all the regular facets of this work but also available to make personal features before wholesale groups and the like.

Believe me, I'm sorry as the devil that we weren't included in that supplemental book of yours—which I have no doubt like all things from B•T articles will find its way to a permanent place on a timebuyer's desk—but if you could find any way possible to squeeze this letter somewhere in any of your future issues, you'd be helping us a great deal.

Leon P. Gorman Jr., Gen. Mgr.
WABI-AM-TV Bangor, Me.

Agree and Disagree

EDITOR:

. . . In 20 years you have done a real job. At times one would agree with you and at times he would not, but the significant fact is that at all times you had the interests of the industry at heart.

I still agree and disagree with you as I read your magazine each week— and I never cease to thank you for challenging my thinking.

Don Petty
McClean, Salisbury, Petty & McClean
Los Angeles

To Whom The Spoils?

EDITOR:

I have followed the color television controversy through your fine magazine since your Sept. 1, 1940 issue, when you reported on page 92 that CBS had announced, after six months of secret research, that it had developed color television. May I offer my first public comment on this matter. RCA *Victor.*

Robert N. Green
Friedman & Green
Washington, D. C.

Everyone likes their HOME FOLKS!

Remember when, at that last convention you attended, the conversation took its usual turn—ended up with all the boys doing a little bragging about their home town?

It never fails, does it! *Everyone* likes their home folks—feels more comfortable when they're around them; shares their interests, their likes and dislikes more closely!

Well, that's the reason why the swing has been to independent, *local* radio 100% of the time . . . why more and more advertisers get the best results from using stations with their finger on their home town's pulse. Sure, you can get the same results . . . just ask any one of the nation's leading independents—they're listed below for your convenience.

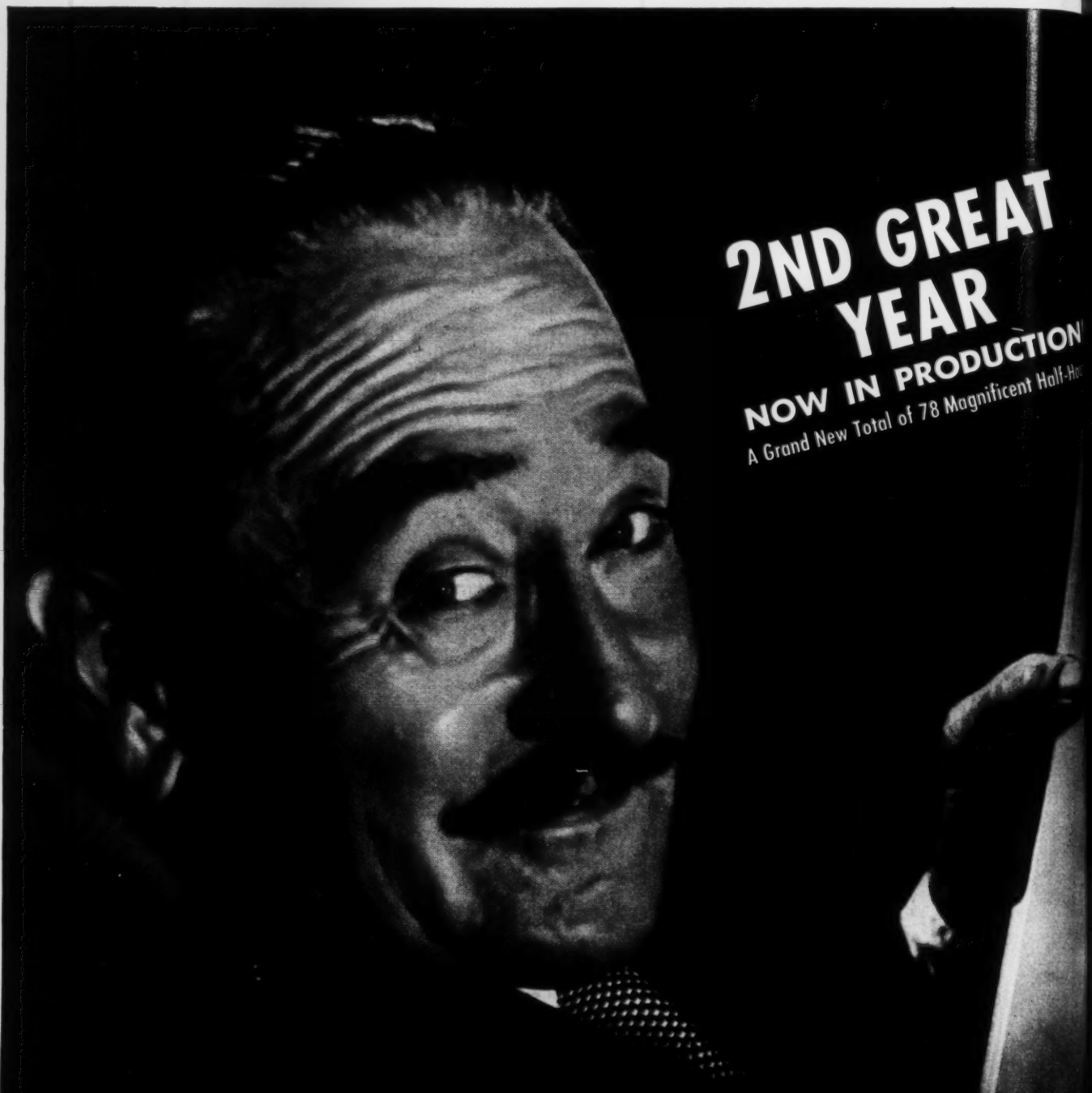
THESE STATIONS CATER TO THEIR HOME TOWN'S TASTES:

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WKYW — Louisville, Kentucky
WMIN — Minneapolis—St. Paul, Minn.
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WTIX — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KOL — Seattle, Washington
KREM — Spokane, Washington
WTXL — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKXL — Calgary, Alberta, Canada
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS



2ND GREAT YEAR

NOW IN PRODUCTION

A Grand New Total of 78 Magnificent Half-Ho

TOP RATINGS IN MARKET AFTER MARKET!

- **SEATTLE - 1st Place!**
  Sat. eve. - rates 53.3 - Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.

- **KANSAS CITY - 1st Place!**
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G.E. Theatre, What's My Line, Godfrey's Talent Scouts.

- **PITTSBURGH - 1st Place!**
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery

- **WASHINGTON, D. C. - 2nd Place!**
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.

- **SAN ANTONIO - 2nd Place!**
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.

- **PORTLAND - 2nd Place!**
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Beats Break The Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

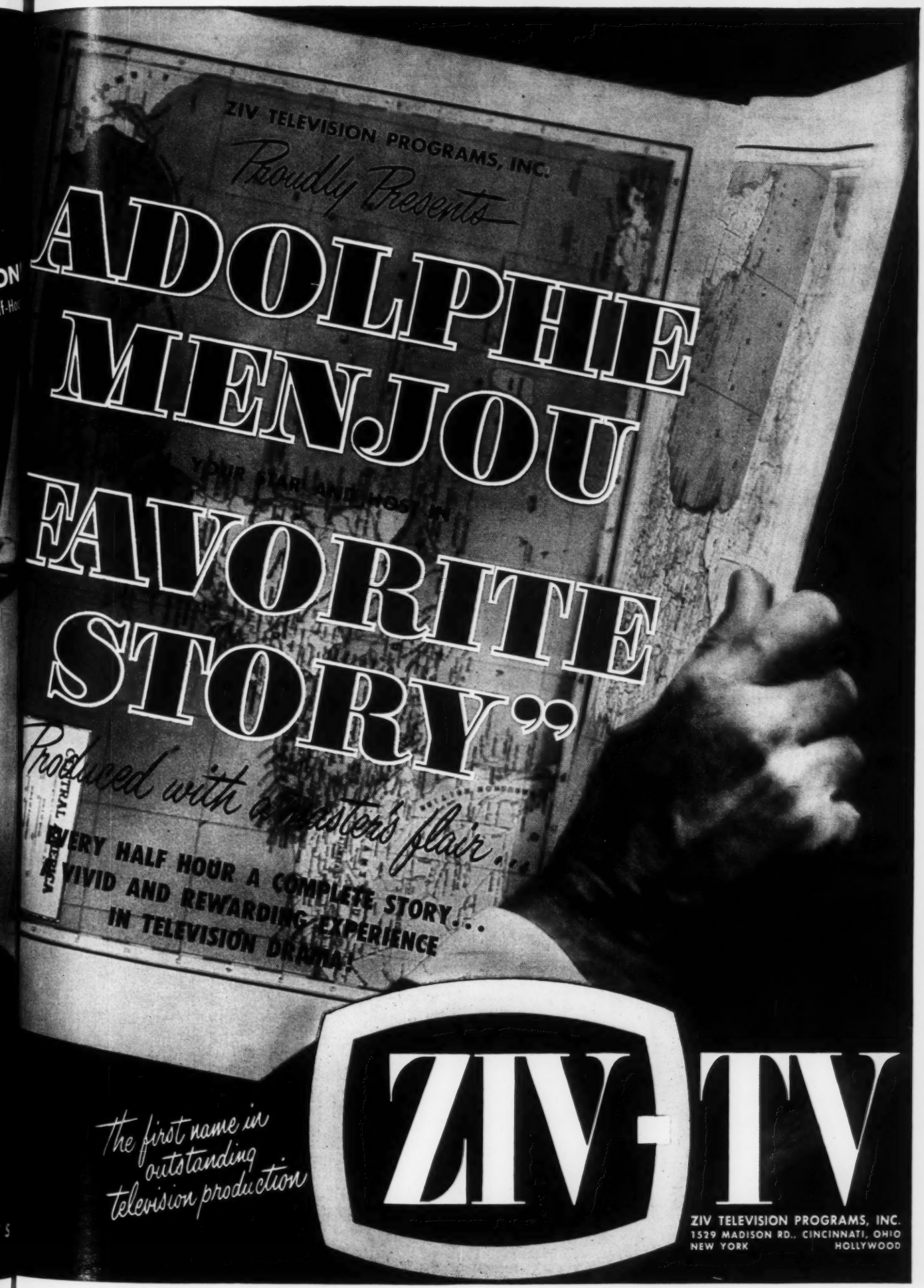
These leaders have
RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRYS** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets!
- **SCHAEFER** Beer in New York City!

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY S

XUM


ZIV TELEVISION PROGRAMS, INC.
Proudly Presents
ADOLPHE MENJOU
YOUR STAR AND HOST IN
FAVORITE STORY"
Produced with a master's flair...
EVERY HALF HOUR A COMPLETE STORY...
VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!
the first name in outstanding television production
ZIV TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

Advertisement

From where I sit *by* Joe Marsh

A Case of "Moostaken" Identity

Slim Smith never had a chance to use his moose call until a trip north this year. Visited him yesterday to see what he'd bagged.

"First day out," he told me, "I picked up a trail. I sounded the call and waited. Then I heard a moose call. Sure enough, something came crashing through the brush. Turned out to be another guy with his moose call. Boy, did I get my finger off the trigger of my gun in a hurry!

"My last day there I picked up another trail. This time I got me a real moose. But you can bet I took a good look at that moose before I started to do any shooting!"

From where I sit, we could all learn a little from Slim's experience. Most of us are guilty sometime or other of being too quick on the trigger. Like the fellow who would deny me the right to an occasional glass of beer with my dinner. I say that kind of "aim" is way off the target!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Alan I. Abel

on all accounts

ALAN I. ABEL probably is one of the younger combination producer-writer-directors in the television industry today. At 29 Mr. Abel, executive producer for Bell Productions, New York tv film producing firm, has finished shooting a series of musical comedies, *Your Musical Workshop* and *Penthouse Casino*, and also has completed the *Bobby Breen Show* series.

Constantly in demand by agencies and packagers as a troubleshooter, Mr. Abel's ability to size up a production problem or budget snag has been described as "uncanny." His "authoritative diplomacy," it has been added, has soothed many a chaotic television rehearsal filled by temperamental artists and belligerent technicians.

Although he has avoided publicity for these "ghost" appearances, Mr. Abel, nevertheless, is retaining many anecdotes for a book which he intends to write before he gets "too much older."

Mr. Abel first came under public scrutiny as a clerk in his father's general store in Coshocton, Ohio. At the more advanced age of 17 he was busy managing his own store where he handled buying, selling and advertising.

An interest in dramatics led to study at and a degree from Ohio State U., where he also studied music and public relations. After three years in the Army, where he wrote and directed shows for Armed Forces Radio, Mr. Abel returned to Columbus, Ohio, and soon organized his own firm to package radio and tv shows.

He accepted a position in New York in 1950 as eastern advertising director for the Duplex Musical Instrument Co. of St. Louis and when Duplex entered defense work in 1952, Mr. Abel resigned and joined Bell Productions as a writer-director. His promotion to his present position stemmed from his success in creating four new and unusual low-budgeted packages for tv.

Although many people with whom he works are double Mr. Abel's age and vary in types, he believes in looking "neither up nor down upon anyone . . . treating with equal respect the fellow who cleans the studio and the V.P."

Unmarried, although claiming several "narrow escapes," Mr. Abel maintains a Manhattan bachelor apartment. He likes tennis, swimming, dancing and writing music. In this last connection he has written several compositions for solo tom-toms which have been published, and his narration with orchestra and mixed chorus, titled "Albert the Weasel," is described as standard repertoire among the major symphonies.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

XUM

"*Chicago just witnessed the finest and largest Air Fair in its history. Your exclusive promotion of this event certainly was effective with over 250,000 people attending during the two days. The Fiftieth Anniversary of Powered Flight was well commemorated.*"

RONALD E. CRAMER, *President, Chicago Junior Association of Commerce and Industry*

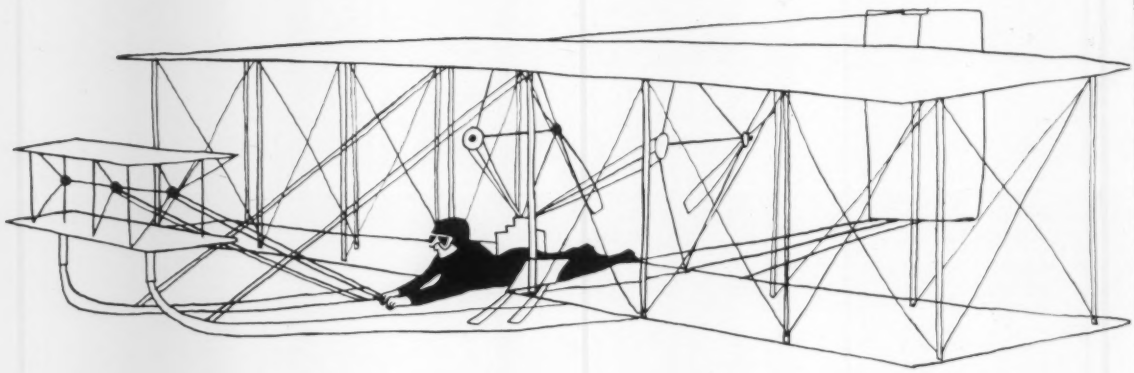
SHOWMANSHIP *by request*

At the suggestion of Gen. James H. Doolittle, a two-day Air Fair was held at O'Hare International Airport October 17-18 . . . commemorating the Fiftieth Anniversary of Powered Flight.

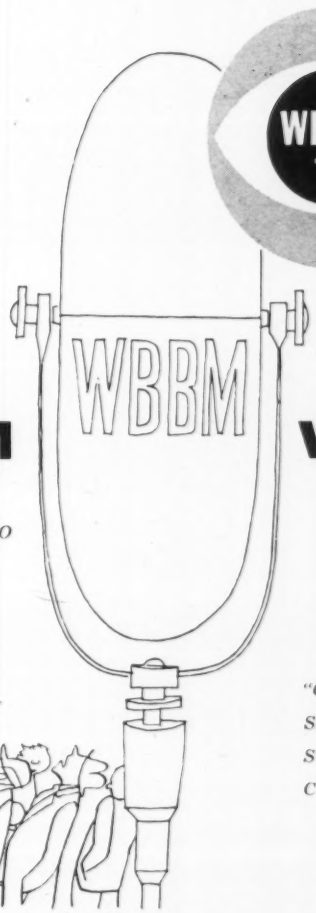
Chicago's Showmanship Stations were asked to create civic interest in this event . . . *exclusively*.

In one week, the story of powered flight's Golden Jubilee was unfolded on half-a-hundred WBBM and WBBM-TV programs —featured on a score of others—still further publicized via hundreds of interest-creating messages.

As stated above, the resulting two-day attendance exceeded a quarter-million visitors . . . *five times* the number attending a former Air Fair presented two years previously.



Showmanship inspires civic interest. It also creates brand preference. It is the trademark of stations WBBM and WBBM-TV.



WBBM

50,000 WATTS 780 KC

• CBS RADIO

WBBM-TV

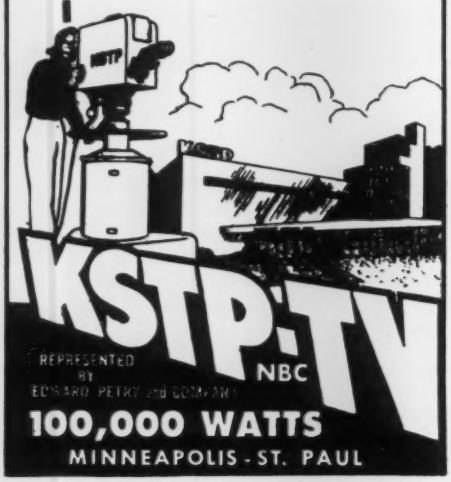
CHANNEL 2 CBS TELEVISION

"CHICAGO'S SHOWMANSHIP STATIONS"

CBS OWNED

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



our respects

to SAMUEL PAYSON HALL JR.

PAYSON HALL is a good example of a country boy who made good.

From an Ithaca, N. Y., farm boy to treasurer and controller of the $32 million Meredith Publishing Co. and director of its radio and television activities would seem to warrant that accolade.

Meredith has its home office in that good, solid mid-western America of Des Moines, Iowa. It is here that it publishes the phenomenally successful *Better Homes & Gardens*, bible of suburbia and country living, with more than 3.5 million circulation. It is here that Meredith publishes the rural *Successful Farming*, with better than 1.5 million circulation. And, it is here that it governs a growing national radio and television organization. Meredith, through subsidiaries, owns WOW-AM-TV Omaha, KPHO-AM-TV Phoenix, KCMO-AM-FM-TV Kansas City, and WHEN (TV) Syracuse, N. Y.

Samuel Payson Hall Jr.—more commonly known as Payson Hall—is described by associates as a disarming individual.

He's youthful looking—more so than his 38 years would indicate. He's soft-spoken. He's easy-going. He has a dry wit. And, they add, he's brilliant and capable and hard working and "sharp."

In other words, those who know him think he's good.

Payson Hall was born in 1915 in Oil City, Pa. His youth and young manhood were spent on a six-acre farm in Ithaca, N. Y., site of Cornell U., in the Finger Lakes region of the Empire State. In 1932 he was graduated from Ithaca High School, and in 1936 from Cornell, with a B.A. Nine years later, going to night school, Mr. Hall won a Master's degree in business administration from Columbia U. in New York.

From the time of his graduation from Cornell to 1947 when he joined Meredith, Mr. Hall held various accounting positions. He was a credit analyst with the Chase National Bank in New York. He acted as financial secretary to the New York State Veterinary College at Cornell. He was chief accountant of the Bridgeport (Conn.) Brass Co. He was budget manager of Trans World Airlines in Kansas City. During World War II, he was executive accountant with the U. S. Army Engineers' Persian Gulf Command in Iran. This was the corridor for lend-lease shipments to Russia.

It was while he was with Trans World in Kansas City that Mr. Hall met Fred Bohen, president of Meredith Publishing Co. In July 1947, Mr. Hall joined the Des Moines publications company.

Shortly after he came with Meredith, E. T. Meredith, vice president and general manager of the company and son of the founder, evinced a growing interest in broadcasting—especially television. As a newcomer, not overburdened with responsibilities, Mr. Hall was assigned to research this new (for Meredith) field.

Meredith's interest in broadcasting was a logical and, to Mr. Hall, an obvious one. Broadcasting was a natural expansion of magazine operations into a related communication industry, also deriving its revenue from advertising. Above all, Meredith was enthusiastic about the opportunities for extending its magazine service principles into new program concepts in radio and television.

As director of radio and television for Meredith, Mr. Hall's philosophy on broadcasting management can be summed up in two words: maximum decentralization. Each station manager is largely autonomous in his daily operations, guided only by broad policies on program content, sales practices, and personnel relationships prescribed by the home office. "Our reliance and our strength are in our excellent station managerial personnel," Mr. Hall says.

Meredith considers radio and television as two separate industries "and must be recognized as such to be fully successful," Mr. Hall says.

But, he emphatically adds, "radio is no poor cousin of television. We believe in the essential soundness of am radio broadcasting, albeit we recognize the strains and pains generated by the transition period through which radio is passing."

Still vivid are Mr. Hall's recollections of WHEN's early days. This was the only station grant Meredith received—although at one point it had other applications pending. It is a measure of the man that he refers to "the close companionship generated in those early days of struggle."

WHEN went on the air in 1948. In 1951, Meredith bought WOW-AM-TV Omaha for $2.5 million. The next year, 1952, it bought KPHO-AM-TV Phoenix for $1.5 million. Only last month the FCC approved the purchase by Meredith of KCMO-AM-FM-TV Kansas City for $2 million.

Work has been Mr. Hall's lot since early youth. His father, an ill World War I veteran, was in hospitals most of Mr. Hall's childhood years. During summer months during his youth, Mr. Hall worked on neighboring farms. In his Cornell days, he worked the 4 p.m.-midnight shift at the Pennsylvania-Dixie Cement Co. at Portland Point, N. Y., 10 miles from Ithaca.

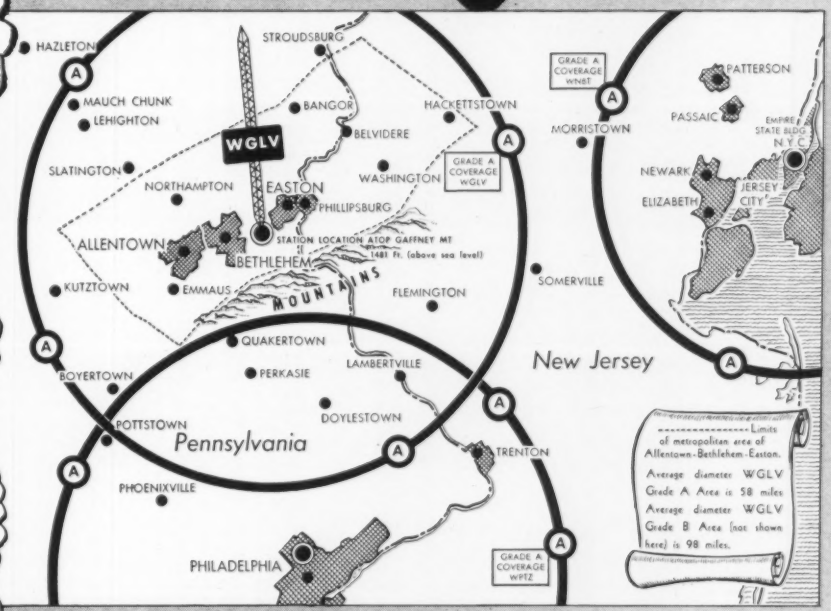
Mr. Hall maintains bachelor quarters in Des Moines, surrounding himself with good books, good music (he was a member of the Cornell Symphony Orchestra and of several instrumental groups while in college) and good companions. He is a member of Controllers Institute of America, National Assn. of Cost Accountants and Beta Gamma Sigma. He also is a member of the Drake U. Accounting Dept. Advisory Board and of the Cornell Club of Iowa.

WGLV

HOW! ONLY 1 TV STATION

Blankets the ENTIRE GREATER LEHIGH VALLEY AREA

PENNSYLVANIA'S 3RD MARKET



"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT

POPULATION	RETAIL SALES	AVG. FAMILY INCOME
A —566,197	A —$722,426,000	A—$5,725
A & B—3,069,700	A & B—$4,750,326,000	B—$5,622

CHANNEL 57
100,000 WATTS
AT 1481 FEET

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

*UHF SETS IN USE

July 1, 1953	3,000 est.
August 1, 1953	15,000 est.
September 1, 1953	33,020
October 1, 1953	41,343
November 15, 1953	51,944

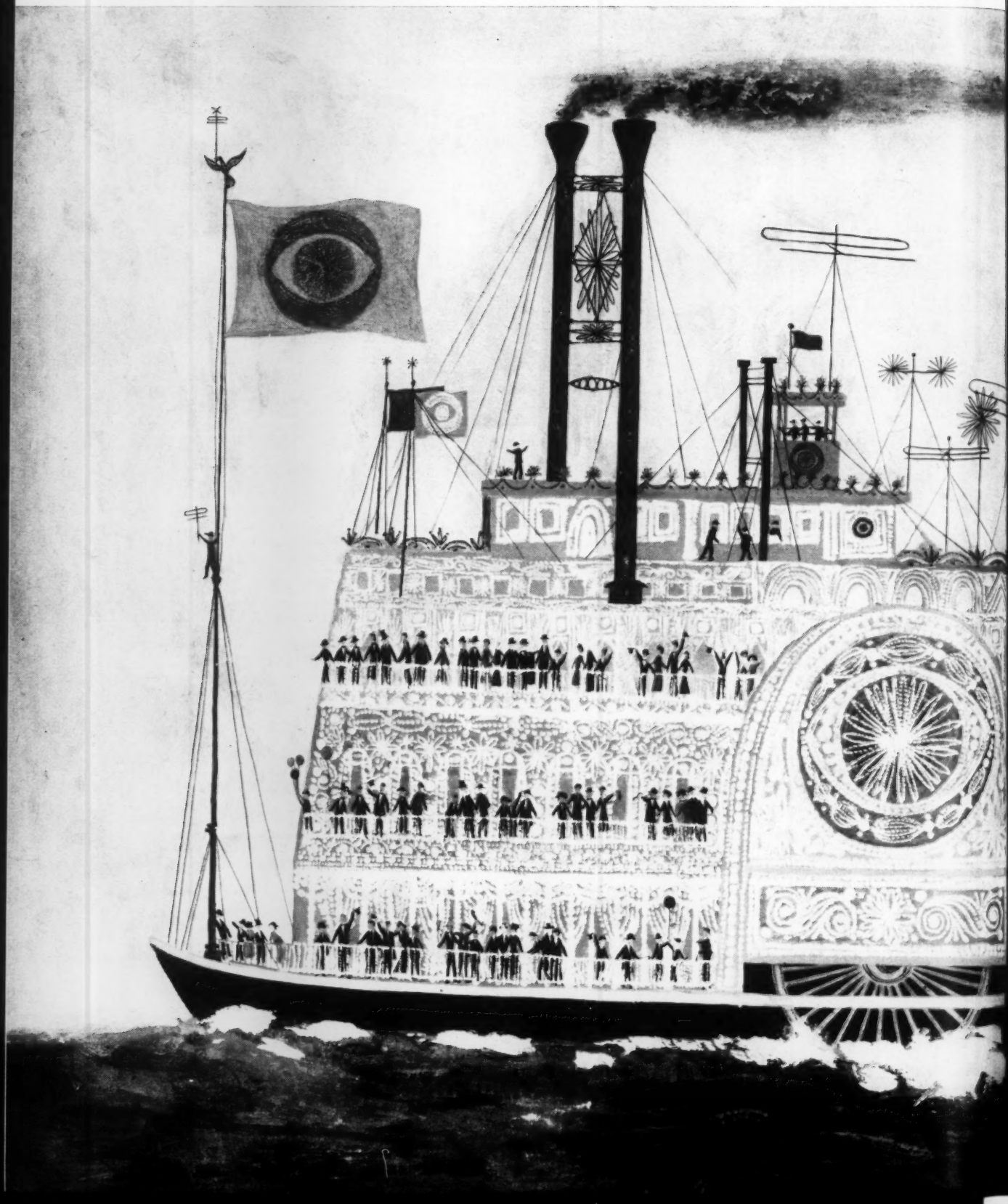
*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.
J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

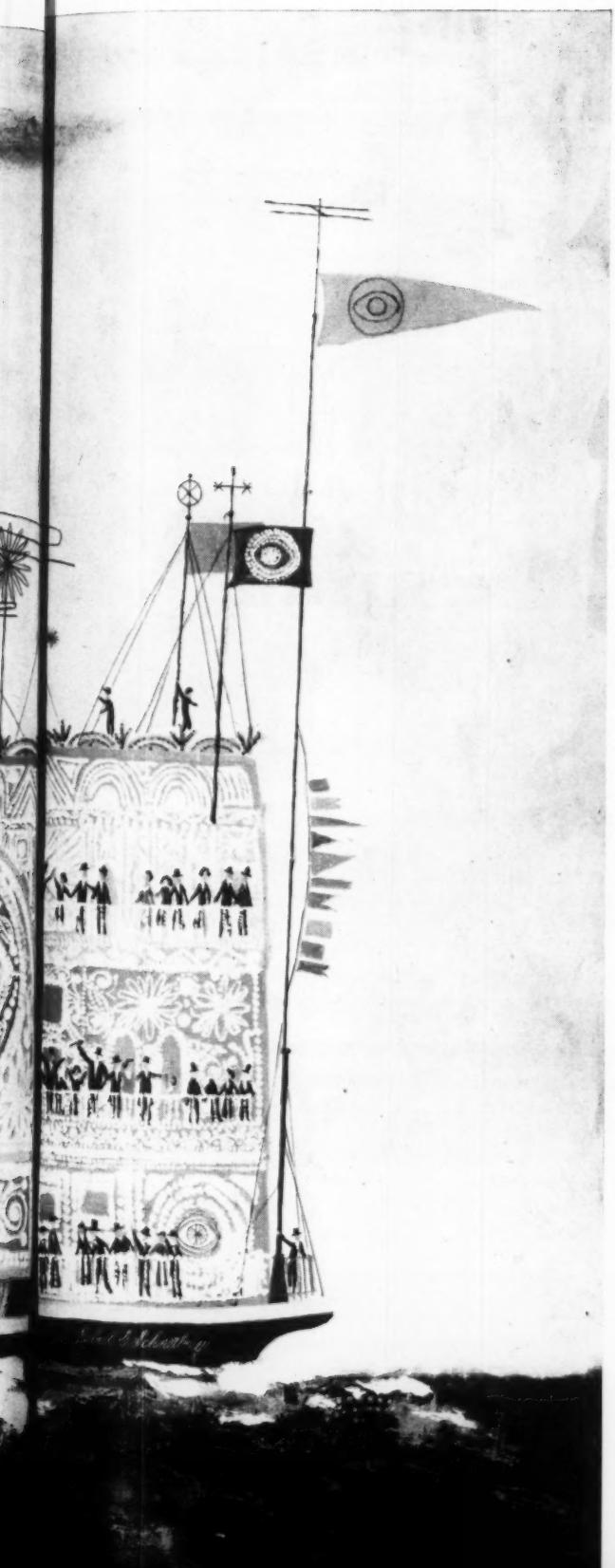
Represented by Headley-Reed TV

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • PHILADELPHIA

THEY'RE



ALL ABOARD



The new season is around the bend, and its attractions are in full view.

With all the shows of all the networks back on the air, CBS Television is again off to a fast start—as the November study of program popularity* reveals:

It leads at night with *seven* of the Top Ten—and a 21 per cent higher average rating than any other network.

It's ahead during the day—with *eight* of the Top Ten—and an average rating higher by 35 per cent.

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition—in the major markets where networks compete... and the audience has a choice of what to see.

We're bringing this popularity into more and more markets. For the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network that's bigger by 68 per cent.

This ever-widening popularity explains why advertisers' investment on CBS Television is bigger than on any other network during the first nine months of 1953—and bigger today than ever in television history.

CBS TELEVISION

*Trendex: November 1-7, 1953

in the BIG Oregon market EVERYBODY is watching

KOIN-TV
CHANNEL 6
Portland's Only
VHF station

CBS

a new station
with a 28-year reputation

What a success story! On the air since October 15th and already a leader in the market. WHY? Because KOIN-TV has benefited by the loyalty and audience acceptance which radio station KOIN has built over the past 28 years. Viewers have confidence in KOIN-TV's programming—they are enthusiastic over the sharp clear picture that VHF assures. *This is the kind of impact that sells merchandise.*

A POWERFUL station reaching a BIGGER market

What a prosperous market! KOIN-TV's 56,000 watts of power (100,000 soon) is reaching out to a family of cities with per capita sales MORE THAN DOUBLE the national per capita retail sales average*. Set sales are booming—with over 160,000** in use now and the number growing every day. It's a rich, bustling ready-to-tap market.

Write, phone, or wire for complete information and availabilities.

*208%—based on 1952-53 Consumer Markets
**Estimated as of December 1, 1953.

KOIN-TV
CHANNEL 6 Portland, Oregon
C. Howard Lane, Managing Director

AVERY KNODEL, INC. ***National Representatives***
New York • Chicago • Los Angeles • San Francisco • Atlanta • Dallas

BROADCASTING TELECASTING

December 7, 1953 Vol. 45, No. 23

SARNOFF SEES TAPED TV AT LOW COST IN 2 YEARS

Tuesday's RCA demonstration of recording and reproduction on tape of black and white and color telecasts shows 'principle elements . . . have been tested and confirmed,' says RCA-NBC board chairman. He sees two years of 'finishing touches' before magnetically-taped television will be on the market at a drastic reduction from present film costs. He predicts many other uses of tv tape.

TELECASTING of pictures from tape recordings can become a commercial reality within two years at a cost 80% to 90% below that of telecasting monochrome images from film and 90% to 95% below film costs for color, it was predicted Tuesday at the first public showing of RCA's system of recording tv programs on magnetic tape.

While it was stressed the demonstration was only a "progress report" and that there were some problems still unsolved, pictures telecast from an NBC studio in New York's Radio City to the David Sarnoff Research Center at Princeton, 45 miles away, where they were tape-recorded and reproduced, came through with remarkably good quality. They were not as vivid as the pictures picked up live in normal broadcast reception and there was some streaking which in the color pictures gave a greenish tint to the flesh tones, but they showed that RCA engineers have completed the major portion of their task and now have to be concerned only with refinements.

As Brig. Gen. David Sarnoff, RCA board chairman, commented: "While this electronic video tape equipment is still in the developmental stage, the basic principles and principal elements of our system have been tested and confirmed. We are confident that it is only a matter of time, perhaps two years, before the finishing touches will bring the system to commercial reality."

Just a Matter of 'Doing'

The two-year estimate, Gen. Sarnoff said, includes not only the time needed for refinement of laboratory equipment into a commercial product, but also the time still required for completion of the remaining research projects now in progress, which must, of course, precede the refining process. Major remaining laboratory problem, the reassembly of the color tape-recorded signal for rebroadcast, is not difficult, he stated, but "is just a matter of doing it."

Major purpose of RCA's experiments with pictures on tape was to give television "a practical, low-cost solution to program recording, immediate playback and rapid distribution," which Gen. Sarnoff called "essential for the future of the television art." Video tape, he said, will be "important" for black-and-white telecasting, "essential" for color.

But television is not the only field in which pictures on tape may prove useful, Gen. Sarnoff said. "We see great possibilities of tape replacing film for motion picture use," he stated, pointing out that since "magnetic tape requires no chemical processing, the pictures can be viewed the instant they are taken, which adds a new flexibility in making motion pictures." Further developments of the video tape technique, he noted, will make low-cost video tape equipment available as attachments for the portable tv cameras already being used in industrial plants, stores, schools and colleges.

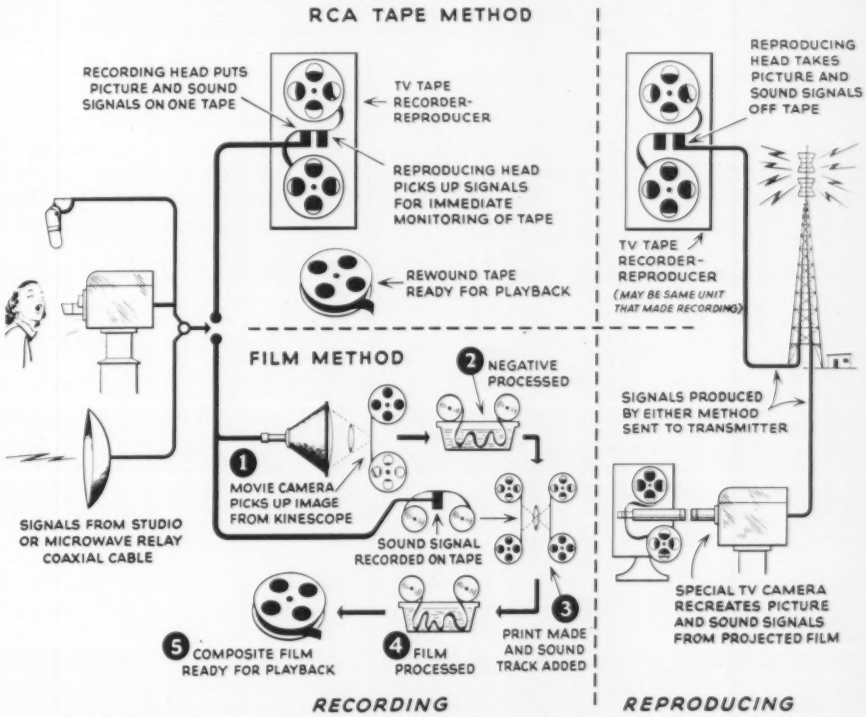
"The all-electronic chain of portable television camera, video tape recorder and standard television receiver would make a convenient and versatile system for making amateur as well as professional motion pictures," he said. "It will speed the preparation of newsreels and will be a useful tool for news reporters. The tape would not have to be sent away for processing with its attendant delays and extra costs. In the home, the tape equipment could be used for home movies or connected to the tv set to make a personal recording of a favorite tv program."

Demonstration, conducted by Dr. E. W. Engstrom, vice president in charge of the RCA Labs Division, included playbacks of both black-and-white and color tv programs previously recorded on magnetic tape and, in one sequence, gave the audience a chance to compare a live colorcast being received on one set with an immediate playback of the same program recorded on tape. Margaret Hayes was the featured actress throughout the demonstration program sequence, which was produced under the direction of Herbert Swope Jr. of NBC.

To explain the need for tape recording techniques for television, Dr. Engstrom outlined the process of recording a tv show by kinescope recording methods. The pictures, he said, "pass from the television camera through most of the television system to be reproduced on a small kinescope or picture tube. A special motion picture camera then photographs the program on motion picture film. The film must be chemically processed and, usually, a print made before the pictures can be reproduced. The reproduction requires another installation in which a television camera tube picks up the scene from a motion picture projector for rebroadcast."

'Roundabout and Costly'

This is a "roundabout and costly approach," Dr. Engstrom declared. He noted that it both takes a lot of time, several hours in most cases, to process the film and may limit the quality of the pictures which "must encounter all the hazards of both the television system and the photographic process." There is "no fundamental need," he stated, for the four inter-


RCA TAPE METHOD
RECORDING HEAD PUTS PICTURE AND SOUND SIGNALS ON ONE TAPE
TV TAPE RECORDER-REPRODUCER
REPRODUCING HEAD PICKS UP SIGNALS FOR IMMEDIATE MONITORING OF TAPE
REWOUND TAPE READY FOR PLAYBACK
REPRODUCING HEAD TAKES PICTURE AND SOUND SIGNALS OFF TAPE
TV TAPE RECORDER-REPRODUCER
(MAY BE SAME UNIT THAT MADE RECORDING)
FILM METHOD
2 NEGATIVE PROCESSED
1 MOVIE CAMERA PICKS UP IMAGE FROM KINESCOPE
SIGNALS FROM STUDIO OR MICROWAVE RELAY COAXIAL CABLE
SOUND SIGNAL RECORDED ON TAPE
SIGNALS PRODUCED BY EITHER METHOD SENT TO TRANSMITTER
3 PRINT MADE AND SOUND TRACK ADDED
4 FILM PROCESSED
5 COMPOSITE FILM READY FOR PLAYBACK
SPECIAL TV CAMERA RECREATES PICTURE AND SOUND SIGNALS FROM PROJECTED FILM
RECORDING
REPRODUCING

COMPARISON of steps required in recording and reproducing a tv program by use of conventional tv filming and by RCA's video tape, demonstrated in color and in black and white last Tuesday, are shown in this diagram.

RCA's magnetic video tape is demonstrated by RCA's Board Chairman Brig. Gen. David Sarnoff.

mediate pictures this method requires to be formed, two photographically and two by tv, in the journey from the electrical signals of the camera to the signals for rebroadcast by a tv transmitter.

"Magnetic tape recording, in contrast, stores the electrical signals directly as they come from the television camera," he said. "No processing, electronic or photographic, is necessary before the tape is played back. A single compact piece of equipment, which handles both recording and reproduction, will do the job of two complex installations needed with photographic methods."

This means much lower operating costs for magnetic tape recording, Dr. Engstrom said, when payroll, cost of tape or film and amortization of equipment are taken into account. The fact that tape needs no processing compensates for its higher cost per minute of program time than 35 mm film; he said, and the tape, unlike film, can have its program electronically erased, so that it may be used over and over.

Making a kinescope film recording of a black-and-white tv program would cost at least five times as much as doing the same job on ¼-inch tape, he estimated, assuming that the tape is reused many times. This means, he said, that in making copies for distribution to tv stations, a half-hour program could be taped for less than $15 a copy, again assuming repeated use of the tape.

More Savings in Color

In color programs, the savings are even greater, with the original tape recording of a color tv program costing as little as 5% of the cost of recording it on color film. Copies of the show on tape that is to be reused many times could be made for about $20 each for a half-hour program, he estimated.

Principles of tape recording pictures are similar to those of recording sound, Dr. Engstrom explained, with electrical signals impressed through a recording head—a small horseshoe electromagnet—on the magnetically treated surface of a plastic tape. The head, as the tape is drawn across it, continuously changes the magnetic polarity of the magnetic oxide particles in accordance with the pattern of the original signal. In playback the process is reversed, the magnetic pattern on the tape creating a current in the windings around the reproducing head which closely duplicates the original signal.

But, whereas audio signals are in the range of 20 to 20,000 cycles per second, video signals range up to four million cycles per second or 200 times as great. RCA now has achieved a band width of three million cycles per second, Dr. Engstrom said. Video tapes need also to carry sound as well as pictorial signals.

The secret in the RCA system is in the development of special recording and reproducing heads which respond to frequencies many times higher than the cutoff point for the heads used in sound recording. Accordingly, the speed of the tape across the head has been brought to within manageable limits, it was explained, with the equipment used in the demonstration having a tape speed of 30 feet a second. Equipment now under development will reduce this to 20 feet a second, Dr. Engstrom reported.

Two Tracks for B&W

Black-and-white programs he said, are recorded on two tracks—one for the picture and synchronizing signal, the other for sound—on a quarter-inch tape. For color programs half-inch tape is used, to carry five tracks, one for each primary color, red, blue and green, one for the synchronizing signal and one for the sound signal.

In the demonstration, the five recorded channels were obtained from the output of a color set. To reproduce the program from the tape recordings, the three primary color signals were sent from the tape to the three-electron gun of an RCA tri-color picture tube, along with the synchronizing and sound signals. To rebroadcast a tape-recorded color program the three primary color signals and the synchronizing signal must be combined to send a single composite signal to the transmitter. The apparatus needed to perform this operation now is under development, Dr. Engstrom said.

The tape reels used in Tuesday's demonstration were 17 inches in diameter, capable of holding a four-minute tv program recordi RCA now is working on a 19-inch reel whic with thinner tape, will carry a 15-minute pr gram, Dr. Engstrom said, noting that with tw such reels for alternate use a station co program indefinitely with continuous tape-r corded shows.

Special recording and reproducing amplifie to handle the signal inputs and outputs ha been designed so as to compensate for th characteristics of both the heads and the tap materials, it was said, to get good respons characteristics for tv's wide band of freque cies. Special precision apparatus also was nece sary for accurate control of the speed of th tape at recording reproducing points. Eve small variations in the tape's speed and in th pressure it exerts on the head can affect th picture noticeably. The laboratory equipme used in the demonstration controls speed an pressure many times more accurately than i necessary for sound tape recorders, it was sai with research now in process promising eve greater precision in regulating speed and pre sure.

Seven-Man Team

The experimental equipment used in the dem onstration was developed by a seven-man tea of RCA research engineers: Dr. Harry F. Olso and William D. Houghten, who head the pro gram of tape development, and Maurice Astr J. T. Fischer, A. R. Morgan, J. G. Woodwar and Joseph Zenel.

Summing up the present status of tape re cording of tv pictures, Dr. Engstrom said "While some technical problems still must be surmounted before video tape equipment can be made available commercially, RCA consid ers that the toughest of them have been con

What Do the Experts Expect of Tv Tape?

RCA's successful showing of tape recorded video signals has evoked the gamut in prognostications.

But most observers were in agreement on two points:

(1) The immediate impact will be in television.

(2) Its effect in motion picture production will be in the nature of a supplementary technique, for the foreseeable future at least. What may be its ultimate future is too far off to estimate with any coherence.

Assuming RCA's premise is correct that video tape recording equipment will be "commercially" available in two years, here is a consensus of what most expert observers see.

- In television:

Tape will replace kinescope recordings, particularly when color tv becomes common. It will also be used more and more by motion picture producers making films for tv. It will definitely be taken up by major Hollywood studios if subscription television is approved for commercial usage. It can be used to distribute programs to theatres equipped with theatre tv apparatus. Viewers will be able to record favorite programs. New flexibility will be added to tv news camera crews (portable camera, video tape recorder, standard receiving set).

- In motion picture production:

Tape will be used so directors may view "rushes" of scenes just shot without waiting for photographic film to be processed and returned. This will enable them if necessary to reshoot immediately, since cast, scenery and technicians still will be available. As a replacement for film entirely? Hardly foreseeable. First, its present quality is far from that obtainable on 35mm film and demanded in theatre exhibition. Second, theatre owners have too large an investment in current film projection equipment to permit the swift acceptance of tape in place of film for theatre exhibition. The only equipment that has a potential here is the 20th Century-Fox-licensed Eidophor apparatus. Third, although its savings over film amount to 90% to 95%, this does not mean as much as an inexpert laymen might think. Only about 10% of the cost of a feature film is attributed to film and processing; the 90% remaining is accounted for by talent, scenery, technicians. However, Hollywood spends $40-$50 million a year on raw stock and a 90%-95% saving here would be substantial.

Agreed on by all observers are advantages of video tape recordings—instantaneous playback, re-use of tape through erasures, less expensive than film, higher quality black and white reproduction than present kinescope recordings, unlimited number of copies quickly.

Drawbacks are also acknowledged by most of those who have been close to the tape recording picture. Color can not yet be transmitted over the air. A 17-in. reel, used by RCA at its demonstration, only gave four minutes of playing time. Degradation of color pictures is still marked. There is some question how much degradation there will be in duplicates of the master tape. All these, everyone agrees, are current problems. None questions that it is a matter of time before these disadvantages will be overcome.

In Attendance

FOUR HUNDRED guests attended RCA's four demonstrations. Among them:

FCC Chairman Rosel Hyde; Frank Stanton, CBS president; William B. Lodge, CBS engineering vice president; Allen B. DuMont, president, Allen B. DuMont Labs.; Gen. Edward P. Curtis, vice president, Eastman Kodak Co.; Frank Healey, executive director of electronics, Bing Crosby Enterprises; John T. Mullen, BCE chief engineer; Jack Webb, producer and star of *Dragnet*; E. Finley Carter, engineering vice president, Sylvania Electric Products; Nicholas M. Schenck, president, Loew's Inc.; David O. Selznick, president, David O. Selznick Productions.

quered and that further development is certain to solve the remainder."

Asked about the use of tape in the motion picture field, Dr. Engstrom said that first it possibly will be used by directors for rushes, so they can see them without waiting for film to be processed. Next, feature pictures may be made on tape, then reproduced on film for distribution to theatres for exhibition. Finally, perhaps in five years theatres will be equipped with tv equipment and can put on their programs from tape, eliminating the need for film altogether.

The RCA demonstration was the first move in the video tape recording field since early this year when Bing Crosby Enterprises showed its version in Los Angeles [B•T, Jan. 5]. An earlier "preliminary" demonstration by Crosby was held in 1951. BCE's work on video tape recording has been shown only in black and white. Associated with Crosby in the development of its "video tape recorder" is Ampex Electric Corp., Redwood City, Calif.

Among others working on systems and apparatus for tape-recording tv signals are Minnesota Mining & Manufacturing Co., St. Paul; General Electric Co., Syracuse; Armour Research Foundation, Chicago; Shoup Engineering Co., Chicago; Audio & Video Products Corp., New York; Brush Development Co., Cleveland; General Precision Lab., Pleasantville, N. Y., and the military services.

GE's Work on Tape

GENERAL ELECTRIC Co. has been working on a video magnetic tape recording system in its Syracuse laboratories for more than a year, but has not as yet publicly demonstrated its system.

Queried by B•T, William J. Morlock, general manager of the GE Electronics Division's commercial equipment department, said: "Until we have a machine which will handle the tape at a practical rate of speed, we will keep our development program in the laboratories." Mr. Morlock said that present indications are GE will be ready to demonstrate "such a practical tape-speed machine" before the end of 1954. What GE considers a "practical rate of speed" was not defined.

REACTION: MOST SAY IT'S FINE

COMMENTS from all segments of the radio-tv and motion picture industries were generally laudatory of the quality of RCA's showing of pictures from tape-recorded video signals. The following were gathered by B•T after the Dec. 1 Princeton demonstration.

A spokesman for Eastman Kodak Co. said that two top executives of this company, which supplies much of the raw film stock now used for photographs, movies and kinescopes, witnessed the RCA tape demonstration and were "very much impressed." He declined to comment as to the future of tape or its possible effect on film, but said Eastman had been in the film manufacturing business a long time and could make whatever kind of film is needed. "If it all goes to magnetic tape, which seems highly improbable, we can make that too," he stated.

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Edward Pack Curtis, Eastman vice president, stated he considered RCA's demonstration "a laboratory demonstration that was extremely interesting." He also said Eastman has been manufacturing magnetic tape in its Paris plant, but not in the U. S.

Two principal effects on the motion picture business may ultimately follow as a result of RCA's development, Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., estimated. First, Dr. Kalmus said, "it may reduce the amount of photographic film that will be used in the television business," and second, "it may introduce supplemental recording of theatrical motion pictures on magnetic tape which can be immediately viewed by the director through a television circuit which will save time and money on motion picture photography intended for the theatres."

Dr. Kalmus added that solutions to the long-range problems of producing final recordings for exhibition on large size theatrical screens and the electronic problems of theatre tv are probably 10 to 15 years away.

These developments will have no immediate effect on Technicolor business, he said.

* * * * *

RCA's demonstration was called a "revolutionary process" by Dr. W. W. Wetzel, technical director, magnetic tape division, Minnesota Mining & Manufacturing Co.

Dr. Wetzel said he was very much impressed with the presentation and although he admitted there were minor imperfections, he saw the public showing as an "astonishing triumph of progress" in the tape recording field.

* * * * *

Potential immediate use for television and for those motion picture producers primarily engaged in films for tv was seen by a motion picture executive. But purely supplementary use in the production of films for theatre exhibition—mainly permitting directors to scan rushes immediately rather than awaiting the processing of film shots was what he foresaw for Hollywood feature film production.

Key, according to this official, is that theatre exhibitors have investments too great in existing film apparatus, which will require continuance of the pictures-on-film method for a long time to come.

One great possibility — is subscription-tv. When and if pay-tv is approved, it is possible that major Hollywood production may turn to magnetic tape recordings instead of film. But, this is again television, he pointed out.

* * * * *

"Better than I expected," was the reaction of A. Prose Walker, director of engineering, NARTB. Mr. Walker saw the RCA development's great potentiality in replacing "everything" in the photographic line, especially in broadcasting. He foresaw the use of tape recordings in television growing to the stature they have in radio broadcasting.

From the economics alone, Mr. Walker thought the motion picture industry should "go" for tape recording in a big way. "This is electronic photography," he said, "and the savings should be substantial."

Demand might be so great, Mr. Walker, surmised, that the equipment might very well become commercially available sooner than the two years predicted by RCA.

Among the refinements in the color recordings which Mr. Walker estimated will probably be accomplished in the near future were the elimination of slight smearing, streaking and halo effects, as well as a high frequency noise level hiss. He was sure, he said, that RCA could lick those objections easily.

* * * * *

Harold H. Buttner, vice president in charge of research, IT&T, said: "It was a remarkably fine demonstration of progress, which I hadn't thought would be achieved for a couple of years. The simultaneous viewing of a live program over microwave with the immediate playback of the same recording as recorded on magnetic tape was particularly impressive. From where I sat it was impossible to notice any difference. The present speed may be a little high, but they announced that this is to be reduced."

* * * * *

Describing the demonstration as "very interesting," Dr. Allen B. DuMont, president, Allen B. DuMont Labs., said he feels that video tape will probably be perfected within the next two or three years. Major problems, he said, seem to be in reducing the amount of tape needed, as the size of the present roll is excessive. To slow the tape speed to accomplish that will be "quite a problem," he said, although he expressed no doubt about its eventual accomplishment. Frequencies also must be raised, he said. Better controls are needed to eliminate the jitter in the pictures caused by non-uniform speed control, Dr. DuMont said, adding that the RCA engineers had shown themselves well aware of the problems they still have to solve and "there is no question about video magnetic tape's eventual development."

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William Goetz of Universal Pictures called the demonstration "miraculous." "It is a terrific step," he said, "not only for broadcasting but eventually for moving pictures as well."

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RCA's new magnetic tape recording process for motion pictures "will undoubtedly revolutionize the industry to a greater extent than the advent of sound," but indicates certain limitations in the application of the technique to commercial tv productions, Bernard J. Carr, president of Cascade Pictures of California, Culver City, stated Friday.

"Animation, superimposition of images and other technical effects . . . will still have to be created on the drawing board of artists and in the film laboratories," he said. Mr. Carr pointed out test sequence in RCA's first demonstration at Princeton, N. J., was shot with one camera, claiming "this type of production cannot be expected to hold the viewers' interest for any length of time."

He added, however, that economy of time and expense of recording could result in improved production quality and said it seemed likely optical effects and animation will continue by current methods and be reproduced on tape for rapid low-cost production.

GANGER, ORTHWEIN TO TOP D'ARCY POSTS

As D'Arcy Adv. expands New York offices, Robert M. Ganger, former P. Lorillard president and Geyer, Newell & Ganger partner, is named board chairman and Percy J. Orthwein is named chairman of the executive committee. J. F. Oberwinder remains as president.

ROBERT M. GANGER, former president of P. Lorillard Co. and before that a partner in Geyer, Newell & Ganger Agency, now Geyer Inc., has been named chairman of the board of D'Arcy Adv., Percy J. Orthwein, former board chairman and now chairman of the executive committee, announced last week. Mr. Ganger will be in the agency's New York offices. J. F. Oberwinder continues as president.

Coincident with Mr. Ganger's appointment it was announced that the firm's New York facilities will be enlarged further to accommodate a number of D'Arcy personnel now located in the St. Louis offices. In this group are Frank Weber, Wilbur Smart, James K. Payne, Frederic Schneller, Robert N. Chrane, James McPhail, James J. O'Neal, Arnold H. Rohlfing, and Ernest G. Sunkel.

Mr. Orthwein said the latter move has been contemplated for some time but was delayed by restricted office accommodations.

The company, in existence since 1906, has serviced the following accounts an average of 18 years: Anheuser-Busch, Cleveland Electric Illuminating Co., Coca-Cola Co., Cook Chemical Co., Davol Rubber Co., Friedman-Shelby Division of International Shoe Co., General Tire & Rubber Co., Pennsylvania Athletic Goods Co., Gerber's Baby Foods Co., Glenmore Distilleries Co., James Lees & Sons Co., Laclede Gas Co., McQuay-Norris Mfg Co., Missouri Pacific Railroad, Olin Industries, Patterson-Sargent Paint Co., Rice-Stix, G. S. Suppiger Co., Stromberg-Carlson Co., White Motor Co. and Houston Light & Power Co.

NEW board chairman of D'Arcy Adv., Robert M. Ganger (r), chats with Percy J. Orthwein, former board chairman and now chairman of the executive committee.

Paper-Mate Sues 'Imitators'

FOUR suits charging unfair competition by imitation were filed last week by Frawley Corp., manufacturer of Paper-Mate pens, and its eastern and western distributors, against four firms and an advertising agency in Los Angeles Superior Court. The suit asks an injunction accounting of profits and damages. The defendants: Paper Master Pen Co., Universal Pen Co., B-B Pen Co., Folger Coffee Co. and Folger's agency, Raymond R. Morgan Co., Hollywood.

Eight similar suits have been filed against: Clark Drug Co., Portsmouth, Ohio; Manhattan Pen Co., Chicago; Stewart Drug Co., Springfield, Ohio; Manhattan Pen Co.; Tropp's, N. Y. distributor; Sylvania Pen Inc., N. Y.; W. T. Grant, Chicago store chain, and Penmaster Pen Co., Chicago. Additional suits have not yet been recorded.

These actions were filed by General Counsel Louis Licht in association with the Chicago law firm of Lederer, Livingstone, Kahn & Adsit.

WEMBLEY Inc., New Orleans (ties), has joined the fold of sponsors on NBC-TV's *Today* with a contract for 52 participations signed by D. W. Ziegelasch (seated), its advertising director. Also present are (l to r): Edward R. Ritz, tv sales manager, NBC Central Division; G. W. Hausser, Wembley assistant advertising director, and Robert G. McKee, NBC Chicago account executive.

Hamm's Brewing, L & M Sponsor WGN-TV Baseball

In radio coverage, four advertisers will share the bill for White Sox games on WCFL. Budweiser reportedly has options on stations in about 19 states for Cardinal coverage.

HAMM'S Brewing Co., St. Paul, and Liggett & Myers (Chesterfields) will co-sponsor telecasts of all daytime home games of the Chicago White Sox and Cubs on WGN-TV that city. The schedule covers 77 Cubs contests and 55 Sox games, plus the annual pre-season city series, Frank P. Schreiber, WGN Inc. manager-treasurer, said Friday. Hamm's and Chesterfield were co-sponsors last year.

It was learned, however, that Liggett & Myers will not renew sponsorship of the Chicago Cubs home and road games on WIND Chicago. At least two other advertisers will pick up the tab, it was understood, although the station has not revealed their names. It is believed one of them will be Coca-Cola.

Complete radio coverage of the White Sox has been set on WCFL Chicago, with four co-sponsors sharing the bill on alternate days. They are Sinclair Refining Co. (Morey, Humm & Johnstone Inc.), General Cigar Co. for White Owls (Young & Rubicam), General Finance (Gordon Best Co.) and Coca-Cola (D'Arcy Adv. Co.).

D'Arcy also handles Anheuser-Busch (Budweiser beer), which has contracted to sponsor home and road games of the St. Louis Cards on KXOK that city and a regional network, the extent of which hinges largely on last week's minor league meeting in Atlanta [B•T, Nov. 30].

Budweiser, it was learned, has taken options on stations in some 19 states for Cardinal coverage. About 100 stations will comprise the regional network even if the minors take an unfavorable attitude toward regional coverage, it was understood, while a "green light" on unlimited network broadcasts could up the figure closer to 200. Anheuser-Busch's baseball radio tab was said to be "pretty high." D'Arcy currently is screening a long list of applicants for assistant sportscaster and color man to aid Harry Carey on the Cards' games.

Budweiser's regional network plans were said to hinge on the possibility the minor leagues would reinstate the old 1 (d) 50-mile rule in view of the Supreme Court's decision that baseball is a sport and not a business.

Monarch May Double Wine's Budget in '54; Appoints Mogul

MONARCH Wine Co., Brooklyn, (Manischewitz wine) last week named Emil Mogul Co. New York, to handle its advertising, effective Jan. 1. The account had been serviced by Donahue & Coe, New York. Monarch's advertising budget is estimated at $1.5 million.

Mayer Robinson, treasurer and general manager of Monarch, also said that the 1953 ad budget will probably be doubled in 1954 in a campaign to make the wine the largest selling single brand in America.

Immediate plans call for a heavy spot campaign in radio and television in 70 markets. Special plans also being made for promotion to Negro, Spanish and Polish markets and to other groups with high per capita wine consumption.

PRESENTING apples to Dan Gordon, media vice president for Ruthrauff & Ryan, New York, are community queens of six northern Michgan cities, who with the staff of WWTV (TV) Cadillac, Mich., scheduled to go on the air about Dec. 15, and its representative, Weed Tv, were hosts to timebuyers and account executives of New York tv agencies at two parties at New York's Biltmore Hotel. The girls (l to r): Phyllis Jorrisen, Ludington; Barbara Jo Lille, Cadillac; Joan Hess, Charlevoix; Everil Meloche, Traverse City; Joan Ellen Tarr, Manistee, and Jean Martin, Mt. Pleasant.

Cone, Bristol, Young Begin NBC-TV Ad Pitch

FAIRFAX CONE, president, Foote, Cone & Belding; Lee Bristol, president, Bristol-Myers Co., and James Webb Young, director of and consultant to J. Walter Thompson Co., were seen and heard yesterday (Sunday) on NBC-TV in two-minute pitches for the American system of advertising. This was the beginning of a 13-week project in which NBC-TV is making time available to top advertising executives to explain the importance of advertising to the public.

Brainchild of Jacob A. Evans, director of advertising and promotion of NBC-TV, the plan calls for the insertion of two-minute film spots in three NBC-TV Sunday sustaining shows, *American Inventory* (2-2:30 p.m.); *American Forum of the Air* (2:30-3 p.m.) and, on alternate weeks, *Meet the Press* (6-6:30 p.m.).

Already lined up for appearances, in addition to Messrs. Foote, Bristol and Young, are Robert M. Gray, director of advertising and sales promotion, Esso Standard Oil Co.; Henry G. Little, president, Campbell-Ewald Co.; Ben Donaldson, director of advertising and sales promotion, Ford Motor Co., and Ben Duffy, president, BBDO. Others of similar stature are expected to take part, NBC said.

Segments, filmed in NBC-TV's New York studios, are produced by Craig Allen. Ben Grauer introduced each speaker.

Gillette Takes Orange Bowl

GILLETTE Safety Razor Co., Boston, will sponsor the Orange Bowl football game from Miami on New Year's Day over CBS-TV, starting at 1:45 p.m. EST, with Red Barber handling play-by-play. Agency: Maxon Adv., Detroit.

Miller Buys Grid Rights

MILLER Brewing Co., Milwaukee, has signed a three-year contract for radio-tv rights to the *Chicago Tribune's* annual All-Star football game, with an option to broadcast the Golden Gloves boxing competition.

Services for Kniffin

FUNERAL SERVICES were held last Tuesday for Walter H. Kniffin, 52, media director of H. W. Kastor & Sons Adv. Co., Chicago. Mr. Kniffin died Nov. 29. He had been with Kastor 37 years, starting as an office boy and rising to media director more than seven years ago. He is survived by his wife Mary, his mother and a brother.

NEW BUSINESS

Texas Co. effective Dec. 5 is sponsoring 14th consecutive annual series of Saturday afternoon performances of Metropolitan Opera on full ABC Radio network. Gounod's "Faust" launched series. Agency is Kudner, N. Y.

Freemantle Overseas Radio Inc. announced Friday it has arranged for tv coverage of 1953 Davis Cup tennis matches in Melbourne Dec. 28-30, with film flown daily to San Francisco, with network origination from West Coast. Company is negotiating with CBS-TV, ABC-TV and NBC-TV. Last year's coverage was carried by NBC-TV.

Grand Duchess Steaks Co., Akron, Ohio (frozen steaks), started sponsorship of *Remember with Tiny Fairbanks*, musical-comedy show on 46 Mutual stations (Sat., 11-11:15 a.m. EST). Agency: Phil DiNuoscio Adv., Akron.

SPOT

Charles of the Ritz, Cosmetic Div. (empty gift powder box Christmas promotion) N. Y., through Peck Adv., N. Y., began five-week saturation radio and tv participation campaign about Nov. 23, in nine major cities: N. Y., Boston, L. A., S. F., Detroit, St. Louis, Atlanta, Washington and Phila.

Allied Artists Productions Inc., Hollywood, theatrical motion picture firm, plans $150,000 tv-radio saturation spot announcement campaign in major nationwide markets in conjunction with local releases of Walter Wanger production, "Riot in Cell Block 11," starting late in Jan. 1954.

Ban of Majors' Broadcasts Asked in Minor Loop Cities

BAN on major league baseball radio-tv commercial broadcasts in minor league cities while a local club is playing at home or away was asked Thursday by the minors, meeting in Atlanta. The ruling is designed to follow the recent federal court decision in pro football.

The plan was offered by Sen. Edwin C. Johnson (D-Colo.), president of Western League and chairman of the minors' radio-tv committee. It is designed to restore restrictions removed in 1951 at the suggestion of the Dept. of Justice. It will be submitted next week to the major league sessions in New York.

Sen. Johnson's proposal brings to the fore once again his recommendation on baseball broadcasts that was incorporated in a bill (S 1396) which failed passage in the Senate last year. The bill stirred strong protests from many broadcasters and was fought by NARTB. At the Atlanta meeting, the Senator said he may quit baseball or politics (see page 60).

Sen. Johnson's plan allows broadcasts at any time without consent if on a sustaining basis nor would there be restrictions on any broadcasts by the majors by stations in major league cities. It was suggested the minors would demand pay from the majors before giving permission for any commercial coverage on stations wihin 50 miles of a minor league park. The minors, it was believed, feel they could share in "game-of-the-week" telecasts that might involve as much as $2 million.

The baseball pension fund is based mainly on radio-tv income, exceeding a million dollars a year.

For Only $2.98, You Can Slit Your Own Throat

RALLY 'round, friends of P. I.!

It's here at last.

The newest in commercial suicide.

How to knock yourself out of business at $1 a punch.

From Fillips & Associates, of 2862 W. 25th St., Cleveland, Ohio (Tel.: Superior 1-7065) comes a P. I. deal that promises radio and tv stations a quick way to end all their problems.

The thing is tabbed "Sound-Off," "which is an item that will cut off voice on television sets, that annoy the television viewers and listeners," according to the proud sales pitch of Nick Fillips, president of Fillips & Associates.

It'll work, too, on radios, as any engineer can quickly explain.

Sound-Off, according to the plugs supplied by the Fillips people, "is the amazing new device that you put on your television sets to cut out wrangling, annoying commercials. Sound-Off comes with 20 feet of cord so that from any seat in your television room, by the push of a button off goes the commercial. A repeat push and on comes the voice . . . The new electrical 'device' is your answer to an enjoyable television evening with no get up, sit down exercises every other minute."

The plug continues, "Sound-Off is sold only through this station at the cost of only $2.98. A set with full instructions and a free bonus hook to hang your cord on the tv set, and you'll be saving time and footsteps to get up to cut the voice of tv." The station, incidentally, gets $1 out of the gadget, which is also priced at $3 as well as $2.98 in the same commercial messages.

XUM

'RACKET SQUAD' SELLS IN 51 MARKETS

SALES of the *Racket Squad* film show in 51 markets was reported last week by George T. Shubert, vice president in charge of ABC Film Syndication Division, in announcing the program has been purchased for regional sponsorship in 22 markets by the Heileman Brewing Co., La Crosse, Wis., and the Pure Oil Co., Chicago.

On behalf of its Old Style Lager Beer, Heileman has bought *Racket Squad* in Madison, Minneapolis, Des Moines, Sioux City, Cedar Rapids, Milwaukee, Green Bay, Peoria, Rock Island, Rockford, Omaha, and Rochester, Minn., and in La Crosse, effective when the station in that city starts operations.

Through Leo Burnett Adv., Chicago, Pure Oil has signed for *Racket Squad* for showings in Detroit, Ft. Wayne, Indianapolis, Toledo, Kalamazoo, Saginaw, Jacksonville, Miami, and Richmond.

Other recent sales of *Racket Squad* have been to the Hugh A. Deadwyler Agency, Charlotte, for sponsorship by an undisclosed client in Charleston, Columbia, and Greenville, S. C., Raleigh, Wilmington and Winston-Salem, N. C., and Savannah; Brillo Co., through J. Walter Thompson Co., in New York, Chicago and Baltimore; The Kroger Co., Cincinnati, in Hutchinson-Wichita and Memphis, and Canadian Admiral, In London, Ont., and Victoria, B. C.

THREE PEOPLE concerned with the production of *Letter to Loretta* meet in New York. Atherton W. Hobler (l), chairman of the executive committee of Benton & Bowles, New York, discusses the NBC-TV film show with its star, Loretta Young, and her husband, Tom Lewis, program's executive producer. Procter & Gamble sponsors *Letter* for its Tide and Lilt.

UPA Tells Expansion Plans As Screen Gems Pact Ends

PLANS to expand United Productions of America's commercial sales activities in the New York and eastern seaboard tv spot and industrial film fields were announced last week by UPA President Stephen Bosustow following the termination of a two-year agreement under which Screen Gems Inc. served as sales representative for UPA's one- and two-minute spots.

With UPA planning now to sell these films independently as well as produce them, Mr. Bosustow designated William Bernal of UPA's creating and film planning staff to serve as sales representative in New York, where the company has its commercial studios at 670 Fifth Ave. Mr. Bernal will work under the direction of Don McCormick, manager of the New York studio.

UPA spot tv clients were listed as General Motors, Johnson's Wax, Jello, Jergen's Lotion, Lucky Strike, Chesterfield, Crisco, Motorola, Tenderleaf tea, Duz, Camels, Anacin, DuMont Tv, Elgin Watch, Syndicated beer, Carling's ale, Ivory soap, Imperial Oil of Canada, Motts apple juice, and Sunsweet prune juice, among others. Work sold for UPA by Screen Gems now in the New York studio will be completed, according to the announcement.

New Studio Firm in N.Y.

OPENING of new studio facilities for Visual Transcriptions Inc. at 49 West 49th St., New York, was announced last week by Richard Serly Brummer, company president. The studio will be a production center for live action films and animation.

Mr. Brummer, who said he would continue as secretary-treasurer of Bedford Park Film Studios and as vice president of Brummer de Forest Studios, also announced appointment of George Capsis as secretary-treasurer and co-producer-director of Visual Transcriptions. Mr. Capsis formerly was production manager of Francis Lee Studios and is a lecturer at Columbia U.

NBC Film Division's eastern regional sales staff met at a film-production seminar last week. In formation behind John B. Cron, national sales manager, are (l to r): Albert Lauber, James Monahan, James Fuchs, Jacques Liebenguth, Leonard Wagner (eastern regional sales manager), John Kiermaier (administrative sales manager), William Breen, William Grainger and Robert Rodgers.

MPTV Names Three To Film Division

APPOINTMENTS of three account executives to the sales staff of the Film Syndication Division of Motion Pictures for Television were announced Friday by Edward D. Madden, the division's vice president and general manager.

Joining MPTV's Western Sales Division in Hollywood under Manager Maurice Gresham is Charles C. Alsup. He has served with Arrow Productions.

Account executives added to the Eastern Sales Division under Herb Jaffe are Gordon M. Wiggin and Earl C. Donegan Jr. Mr. Wiggin moves to film syndication from MPTV's Feature Film Division, with which he served during the past year as account executive in the New England and New York State areas. He will serve the same area exclusively for the film division. Mr. Donegan, who resigned as advertising salesman for *Everywoman's* magazine, will be in the New York home office.

New TV Film Series Drawn From Newsreels

NEW FILM series, *The Greatest Drama*, was previewed Thursday in New York by its co-producers, General Telecasting (tv subsidiary of General Teleradio) and Movietone News (subsidiary of 20th Century-Fox Film Corp.). Three films were shown of the 26 quarter-hour series, each a biography of an American celebrity whose life story is depicted in newsreel clips from the Movietone News files.

Preview was introduced by Dwight W. Martin, vice president of General Teleradio, who said that it represents a new concept of program material and production methods. Program's conception, he said, stemmed from a request of General Tire & Rubber Co., parent of General Teleradio, for a tv series that would both engender goodwill for General Tire and sales for its dealers, who cooperatively are sponsoring its showing in 37 cities on a 50-50 basis.

Series is available for sponsorship in all other U. S. cities, Mr. Martin said, stating that with a number of major markets open, it is hoped to make a sale to another national advertiser, with the remaining markets to be handled by syndication. Price varies, he said, but on the average amounts to about 60% of the quarter-hour Class A rate of the station telecasting the series.

Anti-Trust Defendants Get New Delay in Film Suit

BECAUSE compilation of voluminous statistical data has slowed up progress, Republic Pictures Corp., Republic Productions Inc., Columbia Pictures Corp. and subsidiary, Screen Gems Inc., last Tuesday were given another 30 days to complete their interrogatories in the Dept. of Justice anti-trust suit to force release of 16 mm feature motion pictures to tv and other outlets.

Original deadline was set as last Jan. 19. With various defendants unable to complete answers by that date, several extensions have been granted. With the information considered "trade secrets," Federal Judge Ben Harrison has ordered sealed all answers filed by defendants in the government's suit. Filed July 22, 1952, in Federal District Court at Los Angeles, the suit names 12 motion picture companies as defendants. Although not a defendant in the suit, Theatre Owners of America (TOA) was named as a co-conspirator.

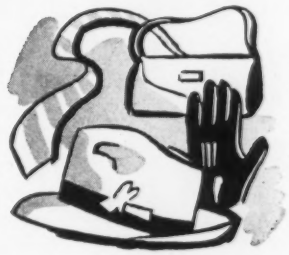
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE APPAREL SALES, FOR INSTANCE!

6.8%	CEDAR RAPIDS	
9.6%	TRI-CITIES	
14.6%	DES MOINES	
2.7%	DUBUQUE	
5.9%	SIOUX CITY	
5.3%	WATERLOO	
55.6%	REMAINDER OF STATE	

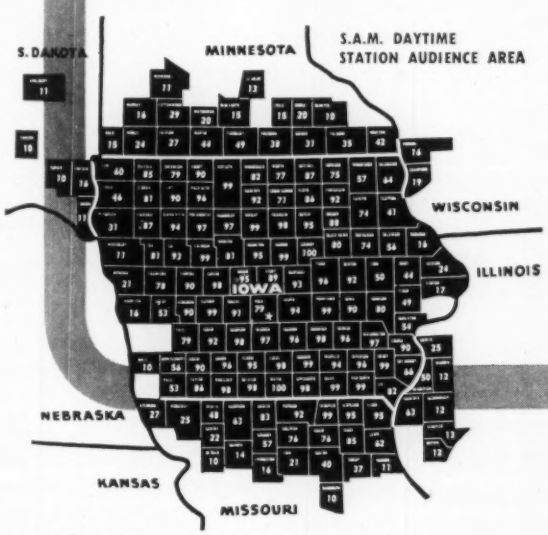


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FILM SALES

SALE of *Inner Sanctum* tv film series in nine cities last week has raised number of markets carrying series to 31, it was announced by **John Cron,** national sales manager of the **NBC Film Division.** Sales on other products, Mr. Cron said, has raised total markets on *Victory at Sea* to 76; *Douglas Fairbanks Presents,* 111; *Dangerous Assignment,* 144, and *Captured,* 73.

•

Guild Films Co. reported last week that *Life With Elizabeth* tv film series currently is carried over 52 tv stations, with latest sales for showings over WBZ-TV Boston, KDYL-TV Salt Lake City, KSTP-TV St. Paul, KGNC-TV Amarillo, KHOL-TV Kearney, Neb., and WEEK-TV Peoria.

PRODUCTION

John J. Franklin of **Franklin Productions** has started production plans for second series of tv subjects of *This is Hawaii* and *Hawaiian Paradise.* Mr. Franklin also is starting production plans of feature picture "Canstancy Williams" to be filmed on location in Hawaii in color.

•

United Artists Television, N. Y., has completed three of new series of 13 cowboy G-men tv films, and **Henry Donovan,** producer, started shooting the second trio Nov. 24. All 13 of the new series are scheduled for completion by the first of the year.

•

Peter Algar Productions Inc., N. Y., last week produced its first color commercial spot announcement for Pall Mall cigarettes. The one-minute announcement was filmed in both color and black and white, with about 5,000 feet shot in color and 3,000 feet in black and white, spokesman said. Sullivan, Stauffer, Colwell & Bayles is the agency for Pall Mall.

•

Sound Masters Inc., N. Y., has completed production of 39 new introduction, program break and closing segments for NBC Film Division's *Paragon Playhouse* series (formerly *Douglas Fairbanks Presents.*)

•

G. U. Y. Production, New York, announced last week the availablilty of a new, five-minute tv film series, *Time for Crime,* which was said to be designed for the low-budget advertiser. It is a mystery-drama series, with three minutes and 15 seconds of story content and provision for an opening, closing and middle commercial.

RENEWALS

CONTRACT renewals of the *Liberace* show, which currently is being presented on 135 television stations, are running "virtually 100%," it was announced by **Barney Goldman,** general sales manager of **Guild Films Co.,** producer and distributor of the filmed show. He noted that with less than one-third of the schedules at an end, the company has negotiated renewals in 34 markets.

RANDOM SHOTS

INS-Telenews announced last week it will release to television station clients two year-end reviews of the 1953 highlights of major news and sports events. The reviews will be contained in the *Weekly News Review* and *This Week in Sports,* 15-minute filmed programs that will be delivered to stations during the week of Dec. 21.

SOA OPENS DRIVE TO FINANCE SUIT

More than a hundred of 400 persons attending Song Writers of America's New York meeting sign pledges to contribute money and support to the organization's $150 million damage suit against BMI and the broadcasting industry.

CAMPAIGN for funds to help finance the $150 million damage suit against BMI and the broadcasting industry [B•T, Nov. 16] was launched by Song Writers of America at a spirited meeting in New York last Monday evening.

Though speakers stressed the need for funds, it was pointed out in answer to a question by John Schulman of the New York law firm of Hays, St. John, Abramson & Schulman and counsel to SOA, that the important consideration in the suit was not the $150 million damage claim but the divorcement of BMI from the broadcasting industry. He declared:

"If the defendants came to me and offered me $150 million to drop the suit without a BMI divorcement, I'd reject that offer. If they came to me and said they would divorce BMI from the broadcasters and not offer a single penny, I'd agree to drop the suit."

Urged to Sign Pledge

After hearing speakers outline reasons for instituting legal action, the estimated 400 persons at the meeting were urged to sign a pledge earmarking a certain amount toward a "battle fund." Although no sum was stipulated, several speakers suggested an "equitable contribution" would be 5% of ASCAP performance royalties. SOA is composed of non-BMI members, many of whom belong to ASCAP.

The pledge read in part:

"I desire to contribute toward the expense of investigating the activities of, and institute proceedings against persons, firms or corporations conspiring to deprive me and my fellow song writers of a fair and equal opportunity of having our songs published, recorded, performed and exploited.

"In consideration of pledges made by songwriters similarly situated, I hereby agree to contribute a total amount of $——, over a period of three years, payable as follows: Quarterly, Annually, Full."

The suit, filed Nov. 9 in the Federal District Court in New York, asks dissolution of NARTB, divorcement of BMI from the broadcasting industry and damages of $150 million. The complaint names as plaintiffs 33 members of SOA and as defendants 16 companies and 27 individuals. It charges the broadcasters have entered into a conspiracy to keep all but BMI music off the air and from being recorded.

In addition to soliciting pledges at the meeting, SOA circulated a "statement of endorsement and support," requesting songwriters to sign it. John Jacob Loeb, chairman of SOA, reported at the end of the evening that more than 100 of the money pledges had been signed and noted this figure did not include pledges submitted prior to the meeting.

Hard-hitting talks stressing necessity of the legal action for "existence of non-BMI songwriters" were presented by Mr. Loeb and Arthur Schwartz, composer and member of the steering committee of SOA. Mr. Schulman who filed the complaint on behalf of SOA, explained in detail the nature of the suit.

In a question-and-answer period, Mr. Schulman replied to an inquiry as to why ASCAP publishers were not a party to the suit and why they could not be tapped for financial support. He said it had been decided that the songwriter was primarily involved in this dispute and there would be "areas of complications" if ASCAP publishers were made a party to the suit. He explained this remark by saying some publishers issue both BMI and ASCAP music. Mr. Schwartz concurred with Mr. Schulman's analysis and said another factor was the determination of the steering committee to stay on a "single track," adding that the inclusion of publishers in the suit might raise other questions to complicate the legal proceeding.

Another question sought to ascertain whether the suit constituted "an all-out fight" or whether it was a maneuver to "wring some concessions" from the broadcasters. All speakers asserted it was a "life-and-death struggle" that would be waged to conclusion, with Mr. Schwartz warning that if the present situation continued there would be "no more concessions left."

ASCAP TALKS STIR QUALIFIED HOPE

Some progress is indicated in the negotiations involving the licensing of music for tv. Station talks produce 'mutual desire' for accord, while network conversations are a bit more hopeful.

HOPE glimmered faintly last week that current negotiations will produce satisfactory ASCAP television licenses. Possibility of a pact was indicated after meetings of station and network negotiators with ASCAP officials in New York.

The negotiating subcommittee of the All-Industry Local Tv Music License Committee, authorized to negotiate terms of both blanket and per program licenses for tv stations, held its initial meeting with ASCAP Wednesday. The session was described as "purely exploratory."

'Mutual Desire'

"There was an atmosphere of mutual desire to get together," one observer reported, "but the two sides are still quite a distance apart." Another meeting has been set for Dec. 14.

Session was attended by all members of the all-industry negotiating subcommittee except Philip Lasky of KPIX (TV) San Francisco. Present were Dwight W. Martin, WOR-TV New York, chairman; Paul Adanti, WHEN (TV) Syracuse; Roger Clipp, WFIL-TV Philadelphia; Nathan Lord, WAVE-TV Louisville; Irving Rosenhaus, WATV (TV) Newark; C. Robert Thompson, WBEN-TV Buffalo, and Stuart Sprague, committee attorney.

ASCAP was represented by Herman Finkelstein, general attorney; Richard Murray, foreign manager; Jules Collins, general sales manager, and George Hoffman, controller.

Network negotiations for new blanket licenses to succeed those now in effect but expiring on Dec. 31, 1953, were resumed Monday at a meeting of a high level executive from each tv network with Stanley Adams, ASCAP president. This group took up the problem of deciding on the proper license terms after negotiating committees from both sides had failed to

Annoying "Roll-over"—starts up in TV sets when you mix remotes with locals

Good-bye "Roll-over"! The RCA TV GENLOCK tightly locks your local and remote sync generators together—*instantaneously and automatically.*

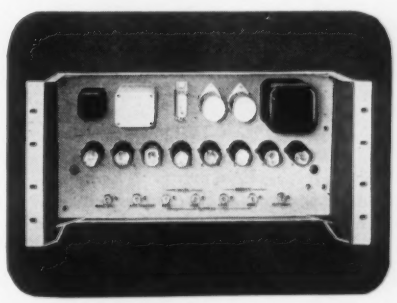
RCA's TV Genlock TG-45 ends picture slipping when you "lap dissolve" and "superimpose."

Now you can lock two entirely different programs together—remote or local—and hold pictures steady *right through switching!* No manual adjustments of phasing to fiddle with. No extra equipment needed at remote pick-up points. Here's how the GENLOCK works.

Located in your main studio, this simple unit compares the signal of your remote sync generator with the signal of your local sync generator. The difference in the phasing of the pulses produces an "error" signal which locks your local generator as a "slave" to your remote generator as a master. This enables you to treat remote signals as local signals—and switch back and forth without picture "roll-over," *no matter where your program originates!*

The RCA GENLOCK is simple in design, completely automatic in operation—"locks-in" much faster than you can switch. It fits any standard 19-inch TV rack.

Give your programming a lift. Switch as you please between programs for variety and for special effects. It's easy with a GENLOCK. For more information call your RCA TV equipment representative. Or write Dept. 22X, RCA Engineering Products, Camden, N. J.



RCA GENLOCK, Type TG-45. This is the simple, automatic system that electrically locks two separate television pick-up systems together.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

make any change in the original position of ASCAP that a renewal on the same terms (roughly the radio rate plus 10%) was its best offer and the broadcasters' counter-offer to sign a new agreement at 50% of the radio rate.

The network representatives presented a new proposal to Mr. Adams who gave no definite answer, but it was felt for the first time there appears to be some chance of working out a new agreement. Failing this, it appears likely the networks will join the more than 80 tv stations which have asked the Federal Court to set fair and reasonable fees for tv music licenses.

Although the use of ASCAP music is provided for while the case is in the courts, there is no provision for interim fees and, except for the networks and the some 50 stations with blanket licenses from ASCAP, no payments have been made by tv stations since March 1951, when negotiations for a per program license were terminated and ASCAP issued its own form, which was not accepted. Simon H. Rifkind, special counsel named by the tv stations to handle their litigation, has requested the court to set interim fees [B•T, Nov. 30]. Argument on that motion is expected to be heard this week.

Keystone Adds WRMN, KLCO

TWO new affiliates have been added by Keystone Broadcasting System, Blanche Stein, station relations director, announced last week. They are WRMN Elgin, Ill., and KLCO Poteau, Okla., and bring KBS' affiliation total to 681.

Thesaurus Christmas Bonus

SUBSCRIBERS to RCA's Thesaurus will receive special holiday programming called "The Big 12 Christmas Bonus Package," consisting of 12 items, including a full-hour, transcribed version of Dickens' "A Christmas Carol"; "The Story of the Nativity," a half hour show featuring Walter Hampden as narrator, and a half-hour "A Christmas Visit with Ted Malone Show." Thesaurus also plans to issue special New Year's programming, including a two-hour "New Year's Eve Dance Parade," and "New Year's Day—1954," a half-hour review of 1953 musical hits.

PAY-TV TO GET NEW PARAMOUNT MOVIES

PARAMOUNT PICTURES will make its unreleased as well as its better motion pictures of the past available to subscription video.

This was revealed during a press conference Nov. 28 in Palm Springs, Calif., at the start of International Telemeter Corp.'s daily pay-as-you-see tv service.

Participating were Barney Balaban, president of Paramount Pictures Corp., which owns 51% interest in Telemeter; Paul Raibourn, vice president of the film company and board chairman of ITC; Carl Leserman and Louis Ridenour, executive vice president and vice president in charge of engineering, respectively, for ITC.

Industry's Salvation

Mr. Balaban declared coin-box tv can become the film industry's salvation, adding revenue and increasing profit, thus enabling studios to spend more on production.

He said the ready supply of motion pictures forms the major portion of Telemeter's current offering, but "we are going to find or develop specialties. There are many events we can offer that require no audience or spectator participations, like staged boxing matches."

Heartily endorsing the system, Samuel Goldwyn, independent producer attending the premiere but not a stockholder in ITC, declared he has "believed for years that paid tv must come." He termed the Palm Springs experiment "a historic event."

Telemeter inaugurated its pay-as-you-see television service with a premiere of Paramount's $1.25 million comedy film, "Forever Female," from the desert community's Plaza Theatre [B•T, Nov. 30, 16].

The film, shown that evening at the theatre for patrons paying the regular admission of $1.15 each, simultaneously was released by closed circuit on ch. 6. Subscribers saw the film for $1.35 per tv set.

During the afternoon, the USC-Notre Dame football game from Los Angeles Coliseum also was microwaved to the Palm Springs Community Television Corp. antenna installed 3,800 feet high in the mountains overlooking the desert town and then fed by cable to the 71 subscribers who paid $1 "admission" per coin-box-equipped set. Actual gross for the feature motion picture by coin-box was $95.85. The football game brought ITC $71 through pay-as-you-see television.

Reception was excellent for the football game. Tom Harmon called the game while camera crews of Paramount's owned KTLA (TV) Hollywood, under direction of Klaus Landsberg, station general manager, caught the action. Cost to microwave the football game was "under $5,000," according to Telemeter executives.

Although ITC hasn't yet set a definite policy, motion picture exhibitors will be given "first refusal" rights in the firm's pay-as-you-see subscription tv service on a franchise basis in territories where available.

It was pointed out, however, that the theatre exhibitor who might become part of the local Telemeter operations would not share in such special showings as sports events, live shows and other such major events. His participation would be only on the feature film Telemeter showings that hook up with their own playdates.

Total investment in Telemeter to date is nearly $3 million, with Paramount's share "in excess of $1 million," it was revealed at the press conference. Mr. Leserman's stock interest is "around 20%." With Dec. 10 as a deadline, he has an option to buy the 17% stock interest owned by David Loew, his former partner and co-developer of the coin-box system. Other shareholders include Lehman Bros., New York banking firm, and Paul McNamara, ITC's publicity and exploitation director.

It is estimated Telemeter's investment in its subsidiary, Palm Springs Community Television Corp., including the setting up of the mountain top antenna, with coaxial cable and wiring to 450 homes which receive the wired service is approximately $750,000.

Fees Paid

Palm Springs residents taking the wired tv service pay installation charges of $150 to $450, depending upon location of their homes. In addition they pay a wire cost of $60 per year. They also pay $21.75 for installation of the ITC coin-box and must guarantee $3 monthly in program acceptances.

Mr. Ridenour said there is little likelihood of unscrambling the picture without first dropping the required amount of money needed in the coinbox. The equipment contains a secret code which Telemeter will be changing continuously to prevent the possibility of "gate-crashing" to see the telecast without charge.

There is a great deal of foreign interest in Telemeter, Mr. Raibourn told the press conference. Stating that wire tv is a possibility in England before too long, he revealed a tv commission, headed by Lord Derby, has been investigating Telemeter's method of operation. So have officials from Italy and other countries, he added.

Revealing that engineers have already completed surveys for installation of the pay-as-you-see tv system, Mr. Balaban announced that Telemeter next plans to invade the so-called "dead" areas of Burbank and Glendale, suburbs adjoining Los Angeles.

Paramount has invested in the pay tv system in an attempt to recapture the "home audience" he pointed out, adding: "We'll always have the theatre as a backbone, but any device that reaches into the home for an audience will take the pressure off film companies. I expect the motion picture to form the backbone of Telemeter and it is available to any company and open to all producers."

He said most of the motion picture companies are "cooperating" in the venture and indicated that the ITC system was the economic answer to the question of using late films or specially-made pictures on the home screen.

Emphasizing that his company was no longer "experimenting," Mr. McNamara, ITC vice president, declared at the news conference: "We're actually in business since the operation here does not require approval of the FCC because Palm Springs is a 'closed circuit' tv area."

He pointed out that there are some 225 such closed circuit areas in the U. S. which cannot receive regular tv programming because of mountains or other problems. As a result private firms have piped in tv on their own cables and then can install the Telemeter service.

Gotham Recording Expands

GOTHAM Recording Corp., New York, announced last week that in line with its expansion program, it has acquired new Ampex tape machines valued at more than $100,000, additional office space and two, new sound-proof, air-conditioned studios.

The firm, which is headed by Herbert Moss, president, specializes in the production of radio and tv commercials but also services industrial firms for sales messages. Gotham also produces for the Treasury Dept. the weekly *Guest Star* program, said to be broadcast over 3,000 stations throughout the world.

In line with expansion plans, Mr. Moss announced last week that the company has retained Bosh Stack Assoc., New York, public relations firm, to launch a merchandising and promotion campaign on behalf of Gotham's activities.

Red Cross Recordings

THE AMERICAN Red Cross in planning its 1954 campaign for members and funds, has prepared four transcribed radio endorsements supporting the drive. The transcriptions were made by the leaders of the Disabled American Veterans, Veterans of Foreign Wars of the U.S., American Legion and the American Legion Auxiliary. Each spokesman testifies to service rendered by the Red Cross to servicemen overseas and the civilian population at home, and urges public support.

GOSH! and we thought we were alone!

Alone in the 51,000-watt class, that is. In fact, we claimed that we were the only 51,000-watt operation in America. All the time, Station WBT, Charlotte, N.C., was also operating on 51,000 watts.

Is our face red! And are we apologetic!

But we're still feeling distinctive about our 51,000-watt operation. Because—and no one better challenge this—if we're not the onliest, we certainly are the oldest 51,000 watter in the U.S.A. We've been operating on that wattage since 1933. This is a matter of record!

And, as we told you before, that extra wattage gives you a lot of extra coverage in the rich consumer markets up New England way!

WBZ *Boston, Mass.* **WBZA** *Springfield, Mass.*

WESTINGHOUSE RADIO STATIONS Inc KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV · WPTZ

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

She's doing more than
Joe Kaufman

an indow shopping...

in the daytime

Because it's a very special window. It's where she looks—more than anywhere else—for the things she goes out to buy.

Today, before the stores close, she and 26 million other U. S. housewives will spend 26 million hours with their favorite television programs. And then, 204 million dollars at the stores.

To reach her in this buying frame of mind, the most effective way is through the 10 major-market stations represented by CBS Television Spot Sales.

These stations, during the past two years, have halved their costs per thousand. What's more, discount plans halve these costs again—getting them down to as little as 34 cents. On the average, they are the lowest in all television.

There's no time like the daytime. And no place like these 10 stations for getting her attention... for getting your product into her shopping cart.

CBS Television Spot Sales

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WMBR-TV, Jacksonville; WABT, Birmingham; WBBM-TV, Chicago; KGUL-TV, Galveston-Houston; KSL-TV, Salt Lake City; KNXT, Los Angeles and CTPN, CBS Television Pacific Network.

Sources on request

XUM

WHAN SAYS KANSANS HEAR RADIO MORE

Dr. Whan's latest study on Kansas adults indicates men spend 2 hours 26 minutes daily with radio, 25 minutes with tv, 41 minutes with a newspaper and 21 minutes with a magazine. For women the predominance of radio is even greater.

KANSAS adults spend a great deal more time listening to radio than to the combined time spent viewing television, plus reading newspapers and magazines, according to the 17th annual survey of the Kansas audience conducted for WIBW Topeka by Dr. Forest L. Whan, of Kansas State College.

The Whan survey shows that men devote their daily time to media as follows: listening to radio, 2 hours 26 minutes; watching television, 25 minutes; reading a newspaper, 41 minutes; reading magazines, 21 minutes.

For women the averages are: listening to radio, 3 hours 9 minutes; watching television, 33 minutes; reading a newspaper, 38 minutes; reading magazines, 25 minutes.

Pursuing the subject further, Dr. Whan's survey breaks down these figures for television and non-television homes.

In Tv Homes

In television homes the use of the four media on an average day follows: Men—listening to radio, 1 hour 29 minutes; watching television, 3 hours 1 minute; reading a newspaper, 41 minutes; reading magazines, 13 minutes. Women—listening to radio, 1 hour 50 minutes; watching television, 3 hours 28 minutes; reading a newspaper, 36 minutes; reading magazines, 19 minutes.

In non-television homes the use of the media follows: men—listening to radio, 2 hours 34 minutes; watching television, 1 minute; reading a newspaper, 41 minutes; reading magazines, 22 minutes; women—listening to radio, 3 hours 20 minutes; watching television, 2 minutes; reading a newspaper, 38 minutes; reading magazines, 26 minutes.

Of all families questioned in the survey, including non-radio homes, 96.5% of families usually hear radio in the daytime and 90.4% at night.

The Whan study shows 66.5% of women listened to radio in tv-equipped homes, completing the statement "Yesterday I spent time . . ." At the same time 80.6% watched television in tv homes, 82.1% read newspapers and 32.1% read magazines.

In non-tv homes 86.3% of women listened to radio, 1.2% watched tv, 80.3% read newspapers and 38.1% read magazines.

As to men, the same question showed 69.3% in tv homes listened to radio, 79.6% watched tv, 84.7% read newspapers and 26.9% read magazines. In non-tv homes 87.2% of men listened to radio, 1.3% saw tv, 80.3% read newspapers and 34.6% read magazines.

The Whan survey shows the extent of car radio use in Kansas. Completing statement "I used the car radio yesterday," the percentages were: women 46.6%, men 52.3%.

The car radio was used 71% of all miles driven by women and 74.4% of all miles driven by men.

Canada Tv Set Sales Rise

SALE of Canadian television receivers is continuing upward with the opening of the first independent tv stations and early opening of new CBC stations. For the first 10 months of 1953 the Radio-Television Mfrs. Assn. of Canada reports sale of 158,445 tv receivers (59,069 in October) valued at $106,225,628. Sales were 159,064 in Ontario, 84,672 in Quebec, 13,259 in British Columbia, 1,027 in the three prairie provinces, and 423 in the three Atlantic coast provinces.

Film Is Preferred In Gordon Levoy Poll

Hollywood consultant releases his sixth annual study. Poll also indicates that sports fare has increased in popularity, surpassed only by anthological dramatic shows.

FILMED programs for television are preferred to live shows according to the sixth annual poll conducted by Gordon Levoy, Hollywood tv consultant and released last week. The survey covers more than 1000 industry executives.

Anthological dramatic programs continue to be the most favored, but sports have shown a tremendous upswing to second position in the poll. Next in order were situation comedy and variety followed by news.

Panel, talent and audience participation shows were not too popular, but concert music had surprising strength. Old movies, westerns and disc m.c. shows brought up last place, according to the poll.

The half-hour length was most desired and the largest number of respondents voted for separate stories each week but with different casts. It overwhelmingly was believed that Hollywood's role in tv will expand rapidly but consensus was that the best creative sources are the networks, closely followed by the independent packagers.

Color and the expanding number of markets occasioned by lifting of the FCC's freeze were found to be the most significant developments of 1953. As to tv's needs for 1954, most of those queried put emphasis on better programming.

Originally created in 1948 to find the answer to "What do you want?", results of the annual poll has aroused such widespread interest that Mr. Levoy has maintained it annually on a non-profit basis for benefit of the industry.

Contending that there is no "box office" in television, Mr. Levoy has sought opinions of

ARB, NIELSEN, VIDEODEX MAKE IT UNANIMOUS FOR 'LUCY'

CBS-TV's *I Love Lucy*, dethroned last month in American Research Bureau ratings for the month of October [B•T, Nov. 9] regained the top spot in ARB figures for November released last week.

Dragnet, which had usurped *Lucy's* reign, narrowly missed repeating and wound up in second place in ARB's latest ratings.

The ratings:

PERCENT OF VIEWERS

	Program	Network	Rating
1	I Love Lucy	(CBS)	62.2
2	Dragnet	(NBC)	62.0
3	You Bet Your Life	(NBC)	53.2
4	Talent Scouts	(CBS)	46.9
5	Toast of the Town	(CBS)	46.3
6	Milton Berle	(NBC)	44.2
7	Godfrey & Friends	(CBS)	43.0
8	Jackie Gleason	(CBS)	42.1
9	Our Miss Brooks	(CBS)	41.1
10	Television Playhouse	(NBC)	39.0

TOTAL VIEWERS

	Program	Network	Viewers (Add 000)
1	I Love Lucy	(CBS)	42,040
2	Dragnet	(NBC)	39,010
3	You Bet Your Life	(NBC)	36,930
4	Toast of the Town	(CBS)	32,940
5	Comedy Hour (Abbott & Costello)	(NBC)	31,050
6	Godfrey & Friends	(CBS)	29,790
7	Milton Berle	(NBC)	29,020
8	Jackie Gleason	(CBS)	27,200
9	Talent Scouts	(CBS)	26,800
10	Television Playhouse	(NBC)	25,330

NBC-TV's *Dragnet*, summertime tv topper in the network program listings, is maintaining its popularity in the regular season by again placing second to the usual first-place *I Love Lucy*, CBS-TV program. The high rating for *Dragnet* was reported in the A. C. Nielsen Co.'s ratings for the top 10 tv network tv programs for the two weeks ending Nov. 7. The list:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,882
2	Dragnet (NBC)	14,022
3	You Bet Your Life (NBC)	12,048
4	Toast of the Town (CBS)	11,748
5	Arthur Godfrey's Scouts (CBS)	11,582
6	Arthur Godfrey (Toni) (CBS)	11,239
7	Buick-Berle Show (NBC)	11,181
8	Arthur Godfrey (Liggett & Myers) (CBS)	10,505
9	Philco Tv Playhouse (NBC)	10,200
10	Colgate Comedy Hour (NBC)	10,152

PER CENT OF TV HOMES REACHED PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.4
2	Dragnet (NBC)	57.0
3	Arthur Godfrey's Scouts (CBS)	51.0
4	Toast of the Town (CBS)	49.8
5	You Bet Your Life (NBC)	48.7
6	Buick-Berle Show (NBC)	46.9
7	Arthur Godfrey (Toni) (CBS)	45.1
8	Jackie Gleason Show (NBC)	44.3
9	Arthur Godfrey (Liggett & Myers) (CBS)	43.0
10	Philco Tv Playhouse (NBC)	42.2

Copyright 1953 by A. C. Nielsen Company

VIDEODEX Inc. reported last week that CBS-TV's *I Love Lucy* was the top network television program for the Nov. 1-7 period, based on both percentage and number of tv homes reached. Listing of top 10 programs follows:

VIDEODEX NETWORK TOP 10 PROGRAMS
Nov. 1-7, 1953

NAME OF PROGRAM	# of CITIES	% of Tv HOMES
1 I Love Lucy (CBS)	86	52.8
2 Godfrey & Friends (CBS)	78	43.1
3 Talent Scouts (CBS)	52	43.0
4 Dragnet (NBC)	77	42.6
5 Groucho Marx (NBC)	86	39.2
6 Red Buttons (CBS)	77	37.8
7 Jackie Gleason (CBS)	60	36.6
8 Comedy Hour (NBC)	82	35.8
9 Toast of the Town (CBS)	70	32.2
10 Your Show of Shows (NBC)	54	30.9

NAME OF PROGRAM	# of CITIES	# Tv HOMES (000's)
1 I Love Lucy (CBS)	86	13,947
2 Dragnet (NBC)	77	10,795
3 Godfrey & Friends (CBS)	78	10,607
4 Groucho Marx (NBC)	86	10,180
5 Comedy Hour (NBC)	82	9,488
6 Talent Scouts (CBS)	52	9,182
7 Red Buttons (CBS)	77	9,100
8 Toast of the Town (CBS)	70	7,705
9 Milton Berle (NBC)	72	7,662
10 Jackie Gleason (CBS)	60	7,650

XUM

BIG MIKE...

THE "ALFALFA KING"

Big Mike is the physical trademark of KFAB — Nebraska's most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)

Alfalfa — baled in the field — is the scene as BIG MIKE introduces another chapter in Nebraska's agricultural and industrial story. Dawson County in West Central Nebraska is the largest alfalfa producing county in the world. The Platte Valley which forms the central part of the state from east to west produces more alfalfa than any other area in the world. Nebraska's alfalfa dehydration industry (processing of alfalfa into meal) leads the United States, producing one-third of the nation's total! It is only natural that Nebraska . . . top state in the production of alfalfa . . . should lead the nation in the dehydration industry. Natural it is too . . . as Nebraska industry and agriculture increases the state's wealth and buying power . . . BIG MIKE becomes more important to the nation's advertisers. BIG MIKE's influence in Nebraska is well known to most people . . . If you haven't heard the story, Free & Peters will be glad to give you the facts. The same goes for General Manager, Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 KC **KFAB** 50,000 WATTS **OMAHA** CBS RADIO

the advertising manager of various sponsors, television executives of advertising agencies and station program directors. The survey does not purport to be a sampling of audience appeal, he points out, but rather a compilation of the preferences and opinions of the "buyers" of programs.

Television editors, however, were also included in the poll. This was done in order to approximate a public reaction for comparative purposes and which was brought out in the analysis.

Originally favoring live shows, by a wide margin, there has been a perceptible trend in each of the five previous years toward the motion picture production for television, Mr. Levoy found. The current report evidenced the first majority, although a narrow one, for film, he points out.

The analysis states that the desire for the anthology type of dramatic shows is merely following the pattern of the motion picture industry itself, but the growth in the importance of sports is definitely noted. Many opinions indicate that situation comedy is being overdone.

Mr. Levoy reiterates his comment of last year that "when it is remembered that into comedy or vaudeville go the biggest 'names' in show business, the highest budgets in television, and the best time slots of the networks, it is amazing that these are not ranked much higher."

Results of his poll are comprehensively set forth and analyzed in a 36 page report complete with voluminous statistics. Also appended are some 150 quoted opinions of the respondents.

Columbia
take a
shot at a
HALF-BILLION
DOLLAR MARKET
Columbia, South Carolina's
14-County trading area
WNOK-TV
COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.
COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*
*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.
Network Affiliation:
WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL
Represented By
Paul H. Raymer Co.
PALMETTO
RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.
Early 18th Century Blunderbuss

'Lux Theatre' and Benny Top Nielsen Radio List

IN RADIO, the A. C. Nielsen Co. reports *Lux Radio Theatre* still the favorite fare judging from ratings of the medium's top 10 evening network shows. A close second goes to the *Jack Benny Show*. Both are on CBS Radio. Complete listing of evening once-a-week, evening multi-weekly, weekday, Sunday and Saturday shows for the week, Oct. 18-24, is as follows:

Rank	Prgram	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for all Programs)	(1,835)
1	Lux Radio Theatre (CBS)	4,476
2	Jack Benny Show (CBS)	4,252
3	Pabst Blue Ribbon Bouts (CBS)	3,491
4	People Are Funny (CBS)	3,357
5	You Bet Your Life (NBC)	3,267
6	Mr. and Mrs. North (CBS)	3,178
7	Railroad Hour (NBC)	3,178
8	Great Gildersleeve (NBC)	3,088
9	Our Miss Brooks (CBS)	3,088
10	Arthur Godfrey's Scouts (CBS)	3,088
EVENING, MULTI-WEEKLY		
	(Average for all Programs)	(1,208)
1	News of the World (NBC)	2,641
2	One Man's Family (NBC)	2,596
3	Gabriel Heatter (American Home Prod.) (MBS)	1,925
WEEKDAY		
	(Average for all Programs)	(1,790)
1	Arthur Godfrey (Nabisco) (T &Th) (CBS)	3,401
2	Romance of Helen Trent (CBS)	3,043
3	Arthur Godfrey (Liggett & Myers) (CBS)	3,043
4	Arthur Godfrey (Nabisco) (Fri.) (CBS)	2,999
5	Arthur Godfrey (Pillsbury) (CBS)	2,909
6	Wendy Warren and the News (CBS)	2,864
7	Aunt Jenny (CBS)	2,820
8	Our Gal, Sunday (CBS)	2,775
9	Arthur Godfrey (Toni) (CBS)	2,775
10	Rosemary (CBS)	2,641
DAY, SUNDAY		
	(Average for all Programs)	(581)
1	Greatest Story Ever Told (ABC)	1,164
2	Lanny Ross Show (MBS)	1,074
3	N. Y. Philharmonic Symphony (CBS)	1,074
DAY, SATURDAY		
	(Average for all Programs)	(1,074)
1	Stars Over Hollywood (CBS)	2,820
2	Theatre of Today (CBS)	2,551
3	Bill Shadel and the News (CBS)	2,014

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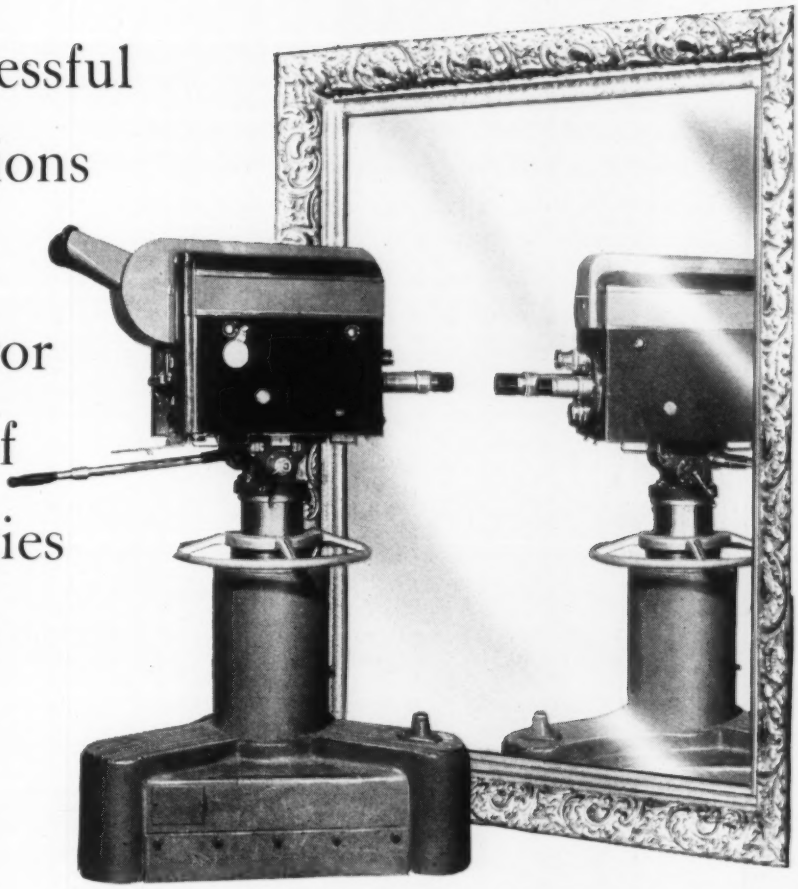
Radio Shipments Up For First 9 Months

SHIPMENTS of radio sets from factories to dealers increased for the first nine months of 1953 compared to the 1952 period, according to Radio-Electronics-Tv Mfrs. Assn. The nine-month total was 4,807,332 compared to 4,599,083 in the same 1952 period.

Third-quarter radio shipments totaled 1,593,308 sets compared to 1,614,697 in the second quarter and 1,719,377 in the third quarter of 1952. Following are radio set shipments to dealers by states for the first nine months of 1953:

State	Total	State	Total
Ala.	62,318	Neb.	31,270
Ariz.	23,816	Nev.	5,720
Ark.	34,766	N. H.	12,614
Calif.	393,237	N. J.	161,190
Colo.	32,691	N. M.	16,796
Conn.	64,655	N. Y.	660,929
Del.	11,900	N. C.	103,836
D. C.	54,331	N. D.	14,324
Fla.	103,229	Ohio	297,661
Ga.	90,264	Okla.	49,177
Idaho	10,828	Ore.	37,433
Ill.	380,385	Pa.	355,933
Ind.	112,791	R. I.	29,424
Iowa	58,222	S. C.	40,949
Kan.	51,658	S. D.	14,061
Ky.	68,254	Tenn.	75,228
La.	70,970	Tex.	211,954
Me.	24,528	Utah	14,791
Md.	70,190	Vt.	10,613
Mass.	162,303	Va.	78,079
Mich.	232,244	Wash.	73,105
Minn.	71,463	W. Va.	39,502
Miss.	37,000	Wis.	100,207
Mo.	124,874	Wyo.	8,454
Mont.	17,165		
		Grand Total	4,807,332

the most successful television stations are those that faithfully mirror the interests of the communities they serve



Many stations, throughout the country, do exactly this. *But* — is the significance of their vital role in the local community, and its reflection in viewer loyalty, amply interpreted... *outside* the market... to national advertisers and agencies?

Your *local* stature is of essential importance to national advertisers and agencies. How well we are competent to reflect it on your behalf is best proven by the list of outstanding television stations we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

Big Shot!

In the old Northwest the mightiest marksman of all was Paul Bunyan. On one hunt alone he shot 330 partridges, a 500-pound deer and more rabbits and squirrels than his men could eat. Got 'em economically, too—all with one bullet.

Even more remarkable (and absolutely real) is the mighty prowess of the Northwest's modern giant, 50,000-watt WCCO RADIO. With this one station you can acquire customers in four states, an area of some 86,700 square miles. For WCCO reaches listeners in 109 primary counties, netting larger weekly audiences in 82 of these counties than any of the more than 200 other stations heard throughout the entire area.*

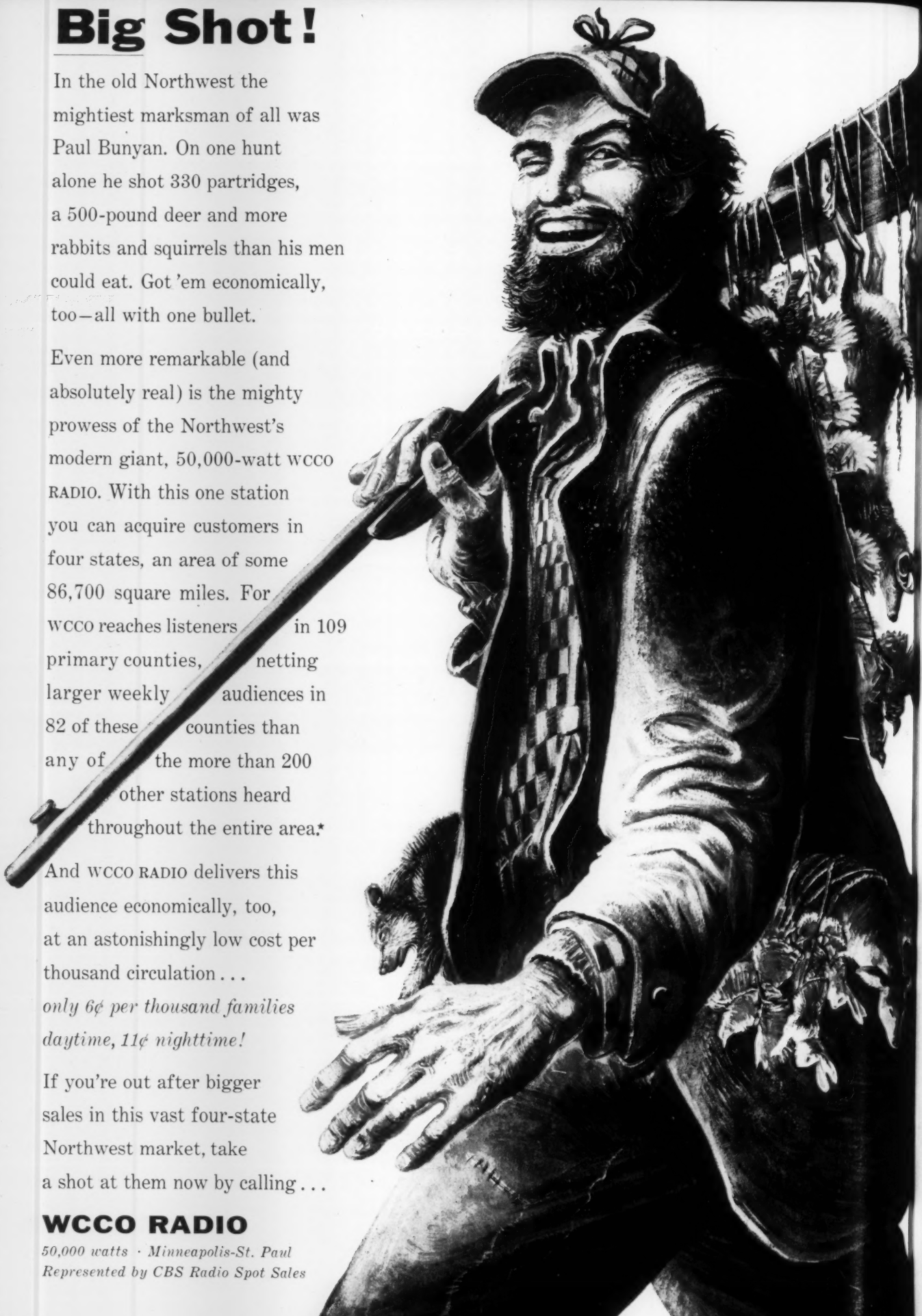
And WCCO RADIO delivers this audience economically, too, at an astonishingly low cost per thousand circulation . . .
only 6¢ per thousand families daytime, 11¢ nighttime!

If you're out after bigger sales in this vast four-state Northwest market, take a shot at them now by calling . . .

WCCO RADIO

50,000 watts · Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

*SAMS 1962



PROMOTION, PROGRAMMING 'TOOLS' DRAW FARM DIRECTORS' ATTENTION

At their 10th anniversary session in Chicago, the farm directors change their name to include television and elect Jack Jackson, KCMO-AM-TV Kansas City, as new president.

PROMOTION and programming as twin tools for building greater radio-tv farm audiences and sponsor acceptance highlighted the 10th anniversary convention of the National Assn. of Radio Farm Directors in Chicago's Conrad Hilton Hotel Nov. 27-29.

Utilizing the theme that farm directors reach 100 million rural-urban listeners daily and that radio-tv are the keys to a $20 billion rural market for consumer and agricultural products, the association officially recognized television as a new medium for RFDs to tackle at the sponsor level.

Like many other trade groups, the RFDs incorporated tv into their title and henceforth will be known as the National Assn. of Television and Radio Farm Directors. They devoted a considerable part of their sessions to television.

Jack Jackson, KCMO-AM-TV Kansas City, Mo., was elected new president of NATRFD, succeeding Mal Hansen, WOW-AM-TV Omaha, Neb. Other officers are Frank Atwood, WTIC Hartford, vice president, and Merrill Langfitt, KMA Shenandoah, Iowa, secretary-treasurer. Messrs. Jackson and Atwood formerly served as vice president and secretary-treasurer, respectively.

Stronger Position

Outgoing President Hansen, in his final report Nov. 27, summed up progress of the association, noting more stations are using professionally trained radio-tv farm directors and that RFDs commercially are "in a stronger position than they have ever been." He said while "too many radio-tv executives have failed to realize the selling potential of farm directors [AT DEADLINE, Nov. 30], management, to a greater extent, has recognized the value of the RFD to the station, and more people in the advertising and related fields realize that we exist as an organized and active group." More sponsors are using farm radio-tv, he noted.

Mr. Hansen said he felt that as a professional group, NATRFD "has done more to foster international good will than any other segment of the radio-tv industry." He also sounded a keynote for RFDs in television.

RFDs are in a strong position here, he said, and have contacts for high quality shows. He added:

"We will, of course, have to go all out for sponsorship, just as we have had to come to grips with the same problem in radio. Tv is expensive and needs sponsors for service shows. . . . [But] the road will be easier for farm commercials in tv. I'm positive that there is a bright future for the RFDs willing to tackle tv."

Promotion and programming dominated Sunday sessions (Nov. 29), with RFDs talking largely in terms of television. Participants on one panel ("Successful Promotion for Farm Radio and Tv Shows") included farm directors John A. McDonald, WSM-AM-TV Nashville; Murray Cox, WFAA-AM-TV Dallas; Sandy Saunders, WKY-AM-TV Oklahoma City; Wes Seyler, WIBW-AM-TV Topeka, Kan., and Allen Young, promotion director of WIBW. A session on "Successful Tv and Farm Programming" featured Mr. Young, Don Sullivan, sales manager, WNAX Yankton, S. D., and Harry Martin, farm director, WFBM-TV Indianapolis.

Mr. Cox stressed five points of mutual promotion among RFDs, the advertiser and the station, urging close liaison with station's promotion department. Each group can promote the others, he said, asserting a way of promoting a sponsor is to promote his dealers.

Mr. Saunders emphasized that "programming is the first principle of good farm promotion" and claimed "people remember 23% of what they hear and over 70% of what they see."

Policy, plans, programming, promotion and publicity were stressed by Mr. Young, with the admonition that farm directors should set an objective and lay plans to follow it.

Mr. Seyler said he has found that a station sometimes is better off cooperating with various groups on projects than starting its own.

Mr. Sullivan recounted two objectives of the RFD—to build and hold audience and sponsorship. He emphasized contacts with key farm groups, county agents, women's organizations and others. He also urged close liaison with the station's program department and sales department. Mr. Sullivan noted high rating of a program on KVTV (TV), the WNAX video counterpart in Sioux City, Iowa, from its stockyards, utilizing still pictures.

The RFD is his own best promotion man, Mr. Young told delegates, and stressed promotion angles. But he also cited cooperation with the station's promotion director. Dix Harper, WLS Chicago farm news director, presided over programming panel.

Committee reports highlighted Nov. 27 sessions prior to a buffet dinner at which John Merrifield, WWJ - AM - TV Detroit, recounted "Ten Years With NARFD." Stanley Andrews, executive director, National Agricultural Communications Project, also spoke.

Now located at Michigan State College, Mr. Andrews, former Point IV administrator, stressed the importance of putting U. S. resources, facilities and know-how to work for better transmission of news to the farm level, particularly the median 50% group. He referred to the "mechanics of communications as the greatest in the history of man right up with the atomic age."

Mr. Andrews explained his project, sponsored by the U. S. Dept. of Agriculture and Land-Grant College Assn., to which the Kellogg Foundation donated $350,000 [B•T, Nov. 16]. Radio is a "very positive part" and tv will play an increasingly more important role in the communications, he told B•T earlier. Series of tv workshops will be held at Michigan State next summer for farm editors, broadcasters and others, he added.

'Improving Service'

Outgoing NARFD President Hansen earlier had called on RFDs to cooperate with the project, on whose board Sam Schneider, KVOO Tulsa, is an association representative.

Closed session on Nov. 28 (Saturday) featured a panel on "Improving Service to RFDs" with Phil Alampi, WABC New York; Roy Battles, National Grange; Hollis Seavey, Clear Channel Broadcasting Service, and others. William Ryan, BAB president, addressed a luncheon session on BAB farm services [AT DEADLINE, Nov. 30].

General session was held that afternoon on "Special Services Farmers Will Need During 1954." Mr. Hansen also reported on his recent

Heart of the 5th Market of The Great Northwest . . . Purchasing Center for a tremendous area 400 miles from any other metropolitan center or TV station.

KIDO-TV
BOISE

CHANNEL 7

EFFECTIVE RADIATED POWER

53 kw	Video
26.5 kw	Aural

ANTENNA HEIGHT:
850 ft.
Above Terrain

Represented by
BLAIR TV Inc.

European trip and relief to Dutch farmers through NARFD aid.

Other panelists during the convention were Ed Slusarczyk, WIBX Utica; Bill Zipf, WBNS Columbus; Homer Quann, WSVA Harrisonburg, Va.; Phil Evans, KMBC-KFRM Kansas City; Cliff Gray, WSPA Spartanburg, S. C.; Dud Cason, KMMO Marshall, Mo., and Maurice White, WHA Madison, Wis.

American Farm Bureau Federation gave an award to Herb Plambeck, WHO Des Moines, who continues in office as association historian. He was cited as the RFD "who best interprets agriculture to the American public." NATRFD also indicated its blessing for regional sales clinics designed to spur further advertising expenditures in farm broadcasting.

Certain constitutional changes were made, among them one which makes the historian an elective rather than appointive officer. Other modifications touch on requirements for full and associate memberships. Twenty-seven RFDs were certified for 10-year awards. Chairman of awards committee is Cal Karnstedt, KSTP Minneapolis.

Annual National Safety Council awards were given at a luncheon Sunday [B•T, Nov. 30]. The annual banquet was held that evening through courtesy of the Great Atlantic & Pacific Tea Co. Over 250 delegates, including representatives of agencies handling rural accounts (Gardner Adv. Co., Gittins Adv., others) and station representative firms, attended the convention, which was timed to coincide with the annual International Livestock Exhibition and 4-H Congress.

1ST
In this 5-Station Market,
WSYR is FIRST
Any way you look at it
PULSE OF SYRACUSE
April, 1953
72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22/72 periods
(that's all there is)
NIELSEN 1952
WSYR FIRST
by 47% to 212%
SAMS 1952
WSYR FIRST
by 29.8% to 239%
WSYRACUSE 570 KC
NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed
WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

Tv Circulation Plan Set by NARTB Group

PROPOSED blueprint for the establishment of a television circulation measurement comparable roughly to newspapers' Audit Bureau of Circulations was discussed by the NARTB TV Circulation Committee with research experts from the four tv networks at a meeting in New York last Tuesday.

NARTB President Harold E. Fellows, who presided in the absence of Committee Chairman Robert D. Swezey of WDSU-AM-TV New Orleans, reported that although much work remained to be done it might be said that basic plans are nearing finality.

Details of the closely guarded plan, developed under the direction of Dr. Franklin Cawl, market research consultant, are subject to approval by the NARTB board. There was speculation that a presentation on steps needed to put the plans into effect may be made to the board at its January meeting.

Indicating the extent of work remaining to be done, it was reported that steps yet to be taken include (1) decision on financing of the pre-testing of the plan; (2) conducting the pre-tests and making whatever adjustments may be indicated as a result; (3) deciding on how the measurement should be set up and administered from an organizational standpoint, and finally (4) selling subscriptions.

Committeemen attending the Tuesday session included Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore, and Donald Thornburgh, WCAU-TV Philadelphia.

Sitting in from the networks were Hugh M. Beville Jr., NBC-TV; Oscar Katz, CBS-TV; Don Coyle, ABC-TV, and Edward R. Eadeh, DuMont Tv. Also present were Dr. Cawl and, from the NARTB staff, Thad Brown, vice president and counsel to the Tv Board, and Richard M. Allerton, manager of the research department.

Committeemen unable to attend the meeting were Chairman Swezey; Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta, and Lee B. Wailes, Storer Broadcasting Co.

Aware Inc. Formed to Fight Communism in Entertainment

FORMATION of a new group called Aware Inc., designed to combat what it described as the "communist conspiracy in the entertainment world," embracing radio, television, the stage, variety, films, music and related cultural media, was announced at a news conference in New York last Thursday by Godfrey P. Schmidt, president.

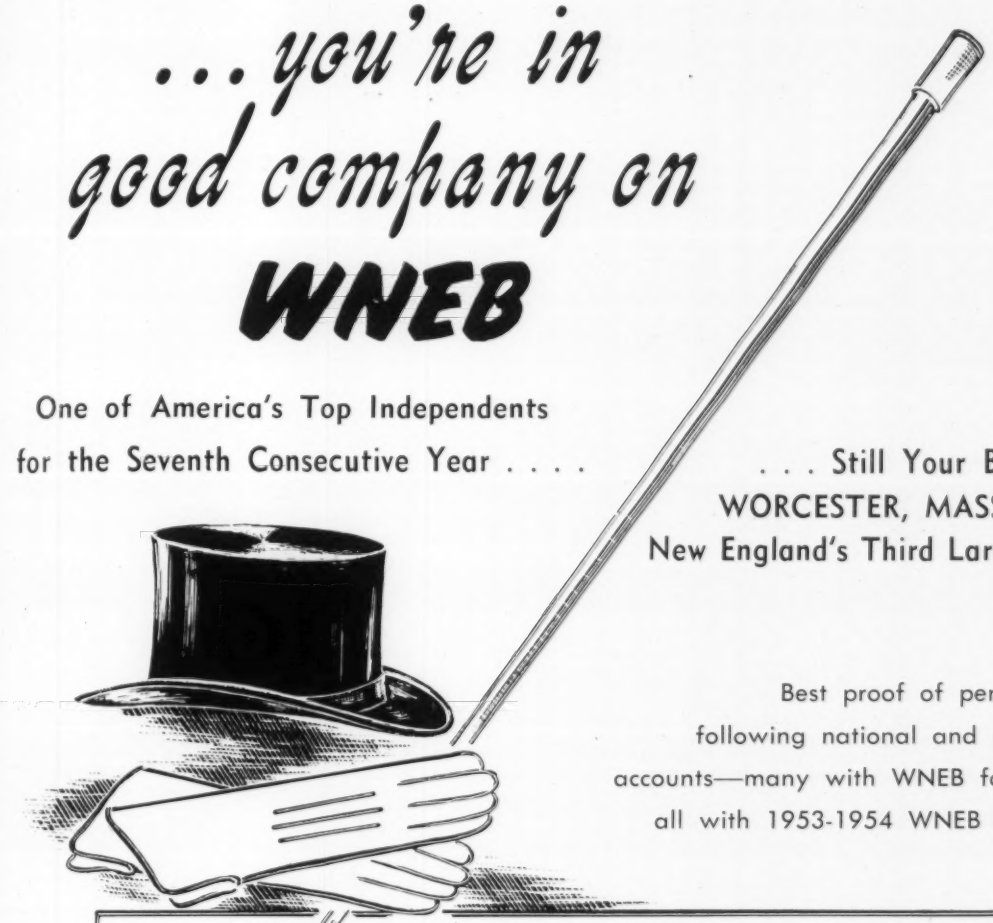
Mr. Schmidt is a New York lawyer and lecturer on constitutional and labor law at Fordham U. Other officers are Ned Wever, actor, first vice president; Paul R. Milton, radio and television writer, second vice president; Richard Keith, actor, treasurer, and Jeanne Sommerville, secretary. The board of directors includes all the officers, plus Howard Hotchner, William Neil, William Keene, Bob Novak, Jim Shean, Leigh Whipper, Wynn Wright, Vinton Hayworth, V. L. Chalif and Vincent W. Hartnett. Mr. Hartnett was editor of *Red Channels*, a listing of alleged communists or fellow-travelers in the entertainment industry published by *Counterattack*. It was pointed out at the meeting that Aware has no connection with either *Red Channels* or *Counterattack*.

In reply to a question, Mr. Schmidt said that membership in Aware is about 500.

...you're in good company on WNEB

One of America's Top Independents
for the Seventh Consecutive Year . . . .

. . . Still Your Best Buy in
WORCESTER, MASS.
New England's Third Largest Market!



Best proof of performance: the following national and regional accounts—many with WNEB for years—all with 1953-1954 WNEB contracts.

SOAPS

Bab-O
Duz
Halo
Ivory Flakes
Oxydol
Rinso
Silverdust
Swan

CIGARETTES

Camel
Chesterfield
L & M
Pall Mall

FOODS & FOOD PRODUCTS

A & P
Armour Turkeys
Autocrat Coffee
Birdseye
Bond Bread
Campbell's Beans
Chase & Sanborn Coffee
Durand's Chocolates
Eclipse Coffee Syrup
First National Stores
Frostee
Good Luck Margarine
Hollywood Bread
Instant Maxwell House Coffee
Instant Sanka Coffee
International Salt
Junket
Lipton's Soups
Lipton's Iced Tea
Mrs. Filbert's Margarine
Pan-American Coffee Bureau
Pream
Presto Cake Flour
Salada Tea
State Line Potato Chips
Sunkist Oranges
Wheatena
Whiting's Milk

DRUGS

Anacin
Bayer Aspirin
Bromo-Quinine
Chlorodent
Doan's Pills
Feenamint
Four-Way Cold Tablets
Musterole
Pepto-Bismol
Pertussin
Super-Anahist
Vick's Vaporub
Vick's Vatronol

TRANSPORTATION

Boston & Maine Railroad
Chevrolet Cars & Trucks
DeSoto
Ford
Hudson
Lincoln-Mercury
N. Y. Central Railroad
Packard
Pontiac

WINE & BEER

Dawson
Narragansett
Ruppert
Parma Wine
Supreme Wine

FUEL & GASOLINE

Amoco
Atlantic
Esso
New England Coke

OTHERS

Blue Cross
Boston Herald
Chef Foil
Columbia Record Players
Cristy Drygas
D. A. Schulte Stores
Diamond Match Co.
Electrolux
Eskimo Anti-Freeze
Esquire Boot Polish
General Electric
Glamorene
Howard Clothes
Ladies Home Journal
Liberty Mutual Insurance Co.
Life Magazine
Massachusetts Development Commission
MGM Pictures
Motorola Tv
New England Tel. & Tel.
Old Spice
Prestone Anti-Freeze
Prudential Life Insurance Co.
Regal Shoes
Saturday Evening Post
Shinola
Sundial Shoes
Trushay

WNEB

WORCESTER
MASSACHUSETTS
Represented by
THE BOLLING COMPANY

Advertisers, Media Must Go Hand in Hand—Fellows

ADVERTISER and media groups must get together to improve the quality of advertising, increasing its effectiveness, Harold E. Fellows, NARTB president, told the Washington Host Lions Club Wednesday.

Conceding there are too many excessive claims and too much blatancy, he said, "and yet there is not enough advertising today. More advertising—properly presented with an intelligent selection of media—will mean more business."

Mr. Fellows warned that media must be alert "not only to the threat of attack but to our own obvious and basic responsibilities if we are to warrant the trust that is placed in us."

CRMC Plans to Reorganize

PLANS to reorganize the dormant Chicago Radio Management Club will be explored at a meeting Jan. 6.

Howard (Howdee) Meyers, O. L. Taylor Co., station representative firm, said last week a proposal to merge the club, of which he is president, with the Chicago Television Council, has fallen through.

Societies Elect Kobak

EDGAR KOBAK, WTWA Thomson, Ga., consultant and president of Advertising Research Foundation, was elected president of National Society for Crippled Children & Adults and also was named a trustee of the New York State Society for three years.

Radio's GROWING

Because your advertising on radio reaches more people than in any other medium.

And WGN reaches more people than any other Chicago station* . . . your *basic buy* in the middlewest.

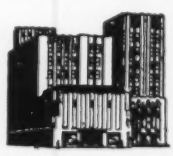
* *Nielsen Coverage Service*

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street . New York—500 5th Avenue . Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue . San Francisco—625 Market Street

ALLEN CITES TV AID TO DRIVES

SUPPORT by the television industry to the campaigns in behalf of the Community Chest and United Fund in September and October was praised last week by Joseph Allen, chairman of the radio-tv-film committee at a meeting of the National Advisory Committee on Public Relations of Community Chests of America and United Defense Fund.

Mr. Allen reported that contributions by tv included a presentation of *What's My Line* on all four networks and special half-hour shows on each of the tv networks. They also assisted the campaigns by producing filmed spot announcements, with CBS-TV singled out for special credit for producing most of the announcements.

Mr. Allen also pointed out that the Advertising Council doubled its tv allocations for this year's campaigns, making available a total of 174 spot announcements during two weeks in October. He said that an incomplete report indicated that 241,172,000 home impressions resulted from these announcements.

Spokesman for the campaigns credited tv in part for the increase in contributions, and said that with reports still to come in from some cities, the results already are 100.3% of goal or 105.3% of last year's figures. Total sum that will be raised is estimated at about $280 million, he added.

Sweeney Urges Advertisers To Reveal Successful Ads

Effectiveness of ads could be doubled in 1954 if successful advertisers would discuss their sales results, BAB's Kevin Sweeney advises.

ONE of the great needs of 1954 marketing is "a sort of Kinsey Report" in which advertisers will discuss freely the sales results obtained from new advertising compaigns, Kevin Sweeney, BAB vice president, said last week.

In a talk Wednesday at the Kansas City chapter of the American Marketing Assn., Mr. Sweeney contended, "If important advertisers would anonymously tell some neutral source about their ads that sold and those that failed, we could at least double the effectiveness of advertising in 1954."

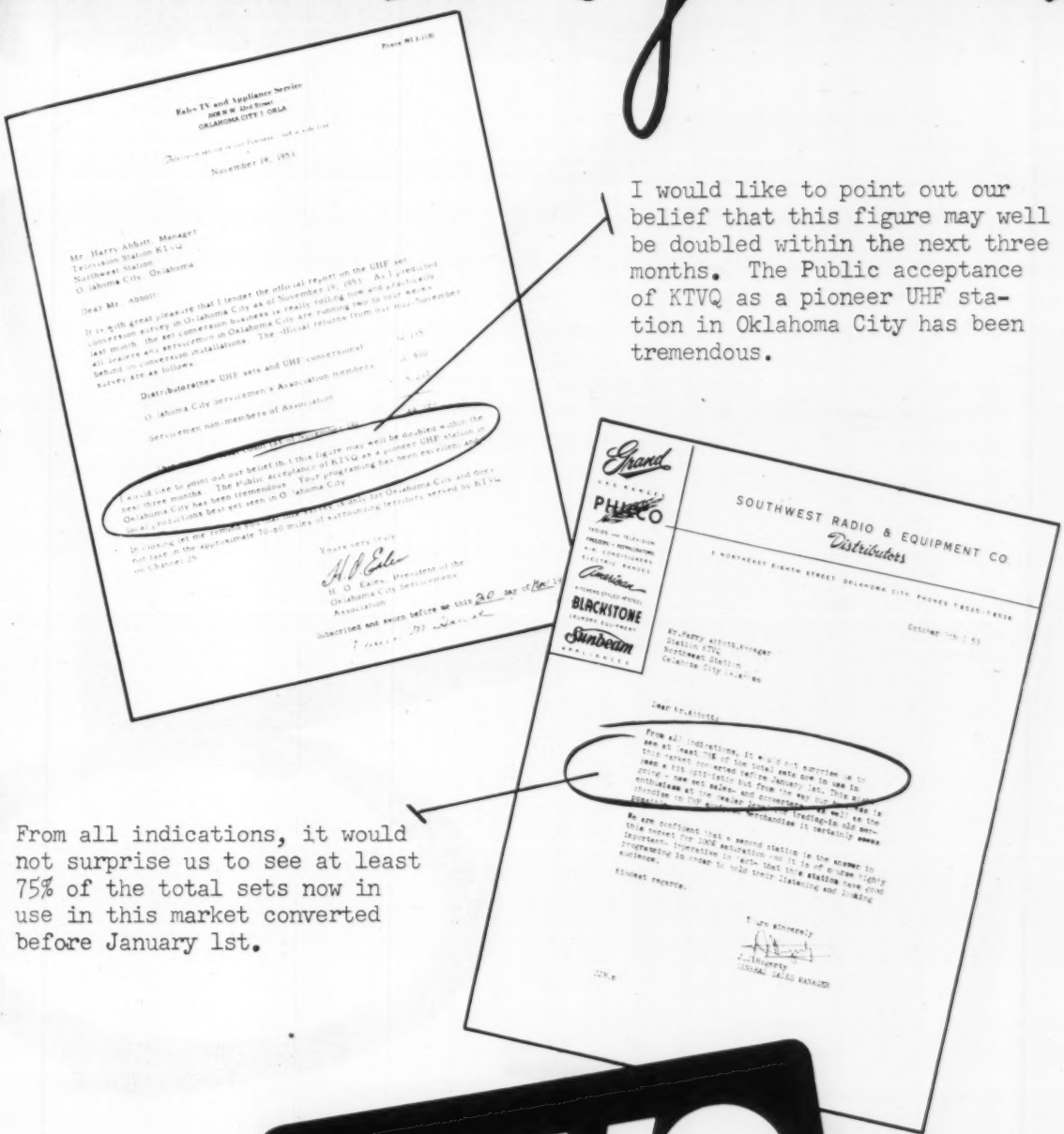
In support of his belief, Mr Sweeney cited steps taken by the radio industry to ascertain the effectiveness of campaigns, and added:

"Because a few retailers and manufacturers have allowed us access to their figures, we know, for instance, that we can sell fashion merchandise to the mass market as well as newspapers can, and that in the grocery product field, on a dollar for dollar basis, radio can out-produce any other medium, including tv. Two years ago even those of us in the radio industry were somewhat doubtful about what we could do in these fields against this competition."

He singled out the department store field as one in which advertising, on the whole is not very effective, and declared:

"We are busy right now finding out for some 20 major stores what a sizable increase in radio will do to help solve this situation. However, if most of the major stores in the country pool their experiences with all their current advertising in an 'uninhibited' report, we will have the answers to what produces best for stores within a few days rather than painfully extracting the results over the next few years."

AUDIENCE? yes indeed!



Eales TV and Appliance Service
308 N.W. 23rd Street
OKLAHOMA CITY 7, OKLA.

November 19, 1953

Mr. Harry Abbott, Manager
Television Station KTVQ
Northwest Station
Oklahoma City, Oklahoma

Dear Mr. Abbott:

It is with great pleasure that I tender the official report on the UHF set conversion survey in Oklahoma City as of November 19, 1953. As I predicted last month, the set conversion business is really rolling now and practically all dealers and servicemen in Oklahoma City are running two to four weeks behind in conversion installations. The official returns from our mail survey are as follows:

Distributor-new UHF sets and UHF conversions 1,400

Oklahoma City Servicemen's Association members 400

Servicemen non-members of Association 250

I would like to point out our belief that this figure may well be doubled within the next three months. The public acceptance of KTVQ as a pioneer UHF station in Oklahoma City has been tremendous. Your programming has been excellent, and productions best yet seen in Oklahoma City.

In summing up the situation, it would not surprise us to see at least 75% of the total sets now in use in this market converted before January 1st. This for Oklahoma City and does not take in the approximate 50-60 miles of outstanding territory served by KTVQ on Channel 25.

Yours very truly,

H. O. Eales, President of the
Oklahoma City Servicemen's
Association

Subscribed and sworn before me this 20 day of Nov. 19

I would like to point out our belief that this figure may well be doubled within the next three months. The Public acceptance of KTVQ as a pioneer UHF station in Oklahoma City has been tremendous.

From all indications, it would not surprise us to see at least 75% of the total sets now in use in this market converted before January 1st.

Grand
PHILCO
American
BLACKSTONE
Sunbeam

SOUTHWEST RADIO & EQUIPMENT CO.
Distributors

KTVQ

ABC-TV • CBS-TV
INTERCONNECTED

OKLAHOMA CITY
CHANNEL 25
JOHN ESAU, President

REPRESENTED NATIONALLY BY H-R TELEVISION

NEW YORK 17, N. Y.
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr.
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

Tv in Public Service Reviewed by NARTB Unit

PROGRESS made by the NARTB Tv Information Committee in presenting an accurate account of television's public service achievements was reviewed at a Wednesday-Thursday meeting in Washington, D. C.

The committee was confronted with anti-tv claims relating to the medium's impact on juvenile delinquency and other problems. It was given, too, a list of steps taken by the association to meet what it feels are unfair and untrue attacks. These include widely distributed publications presenting evidence of television's contributions to the nation's welfare.

At the meeting were NARTB President Harold E. Fellows, committee chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; Howard Chernoff WTAP (TV) Parkersburg, W. Va.; Jack Harris, KPRC-TV Houston; David J. Jacobson, CBS-TV; Charles Vanda, WCAU-TV Philadelphia.

Maryland, D. C. Broadcasters Set Washington Meet Dec. 11

MEETING of the Maryland-District of Columbia Broadcasters Assn. will be held Friday at the Sheraton Park Hotel in Washington, according to Charles J. Truitt, WBOC Salisbury, association president. FCC Comr. John C. Doerfer will address the luncheon. Washington stations will be hosts.

THE BRANHAM COMPANY

representing

RADIO

WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KROD	El Paso, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KJOE	Fresno, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KROD-TV	El Paso, Texas
KMO-TV	Tacoma, Wash.

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LOS ANGELES

WOL Picketing Ends, Employes Back to Work

PICKETING of WOL Washington by AFTRA and IBEW ended last week when the station and unions reached an agreement on re-hiring employes who were let go when the station changed hands Nov. 13 [B•T, Nov. 30, 2

Charles Dillon, WOL general manager, said the accord was reached on a friendly basis. AFTRA and IBEW employes who were not re-hired at the time the station changed hands were offered their old jobs. New employes hired at that time were absorbed into the organization.

The station's popular music and news format will be continued, Mr. Dillon said. The former employes returned to duty Wednesday morning following a Tuesday afternoon agreement.

Advertisers and agencies that had been contacted by the unions in an information campaign in which some contracts were cancelled were being urged by the locals to resume their WOL campaigns. WOL is operating under the AFTRA and IBEW contracts that prevailed when the station was owned by Peoples Broadcasting Corp., according to Mr. Dillon.

The two-week dispute was resolved at a meeting between Mr. Dillon and two union negotiators—Evelyn Freyman, head of the AFTRA local, and Norton Richardson, president of the IBEW local. The union employes were hired without loss of seniority.

AFM Begins Talks Dec. 15 With Recorders-Transcribers

TALKS begin Dec. 15 with representatives of the recording and transcription industry on the negotiation of a new contract with the American Federation of Musicians, it was announced last week by James C. Petrillo, AFM president.

It was pointed out that no date has been set for talks on a new contract with the radio and television industry because the existing contract does not expire until Jan. 31, 1954, while the pacts with record and transcription firms end Dec. 31. Discussion of the network contracts during last week's AFM strategy session was slight, spokesmen reported.

Members of the AFM International Executive Board met in New York for 10 days in preparation for bargaining talks. They will return to New York Dec. 15 to begin negotiations with the music and transcription industry.

SAG Sparks Discussions On Telethons, Charity Shows

SCREEN ACTORS GUILD (SAG) board of directors has appointed a special committee to confer with other groups in the entertainment industry on "the problem of ever-increasing number of telethons" and charity benefits.

The move is to protect the public as well as actors and the entertainment industry in general, board members asserted. They said steps must be taken on an industry-wide basis to enforce fair and sensible regulation of "so-called telethons and charity benefits which demand the free appearances of talent."

Besides radio and television networks, the SAG committee will talk with representatives of the Assn. of Motion Picture Producers, Screen Directors Guild, Artists' Managers Guild, Theatre Authority and Hollywood Coordinating Committee to set a united stand on the problem.

EVERY TIME BUYER AND EVERY AD MANAGER IN AMERICA SHOULD READ THIS SIGNIFICANT MESSAGE

....for the money!

(In other words, MORE SALES RESULTS FOR WONE ADVERTISERS)

IN 1949 when WONE began operation, we decided to advertise only when we became the DOMINANT SELLING VOICE in the market.

TODAY **WONE is the *ONLY* Hooper-rated station in Dayton!**
(Until recently, all other Dayton stations had ardently supported and subscribed to Hooper ratings.)

WHY?

1. **Ask Mr. Hooper—or any Headley-Reed representative.**
2. **Ask any greater Dayton retailer.**
3. **Ask any Miami Valley jobber or distributor.**
4. **Ask any national advertiser now using WONE.**
5. **Better still—ask the people of the Miami Valley.**

NOW.... WIFE-TV, sister station of WONE, recently began operation in Dayton on Channel 22. With the same diligent effort in behalf of the audience and advertiser that has raised WONE to its present position of leadership, we are confident that WIFE-TV will become a dominant medium in the great Miami Valley market.

WONE 980 KILOCYCLES
One of America's Great Independents

WIFE-TV CHANNEL 22
ABC and DU MONT Networks

SKYLAND BROADCASTING CORP.

Owned and Operated By 74 Business, Civic and Cultural Leaders of the Community

380 WEST FIRST ST. — DAYTON, OHIO — "The City Beautiful"

Ronald B. Woodyard, *President* C. J. Thornquest, *Nat'l. Sales Mgr.*

Represented By Headley-Reed

WBLN-TV

BLOOMINGTON—
NORMAL, ILLINOIS

NOW ON THE AIR

Exclusively Serving One of America's Richest Markets

Has open for sponsorship, the following top-rated shows:

15-MINUTE NEWSCASTS
10-MINUTE SPORTCASTS
5-MINUTE WEATHERCASTS
15-MINUTE SERIALS
CROWN THEATRE
DOUGLAS FAIRBANKS PRESENTS
THE VISITOR
RANGE RIDER
ROYAL PLAYHOUSE
FILES OF JEFFREY JONES
CASES OF EDDIE DRAKE
OLD AMERICAN BARN DANCE
DANGEROUS ASSIGNMENTS
AMOS AND ANDY
STRANGE ADVENTURE
HOLIDAY IN PARIS
BOXING
HEART OF THE CITY
VICTORY AT SEA
CAPTURED
HOUR FEATURE FILMS

Write, wire, or phone **William Whitlock—Commercial Manager,** *for complete details.*

WBLN-TV

Channel 15

Bloomington, Illinois

REVENUE BUREAU RULES NEW AM-TV TAX RELIEF

Some relief in tax burdens on radio-tv and tv station operators seen in a new Bureau of Internal Revenue ruling. Study needed, but first report indicates improvement over terms proposed last year.

PARTIAL relief, at least, from unfair tax burdens on radio-tv and tv station operations caused by special problems involved in growth of the video medium was granted Thursday by the Bureau of Internal Revenue.

The ruling followed several years of activity by a special industry committee which has held many meetings and participated in Revenue Bureau conferences.

While effect of the ruling on the industry awaits detailed study of the long, technical document, first scanning of the language led to belief that it is a considerable improvement over the proposed terms issued Dec. 13, 1952.

Concedes Hardship

The bureau has recognized that application of the 1946-49 base period to tv operations created hardship by letting the government get 82 cents out of every dollar earned, in some cases.

Issuance of the ruling brings a type of relief sought by an industry committee first headed by Capt. John A. Kennedy, former West Virginia and California broadcaster, and later by George B. Storer, head of Storer Broadcasting radio. John Poole, Storer counsel, was acti in the work. Lovell Parker, Washington att ney, was special tax counsel to the committe

Rules governing computation of net incom and excess profits taxes worked a hardship tv operations under the 1946-49 base peri rule because in many cases these tv statio were started by radio licensees who did not for separate video corporations. Radio earnin were wiped out by early television losses an the base period experience formed a pattern f earnings in later years that was concededly u fair to this new industry.

Application of the ruling will differ in ea case, it was explained by tax attorneys.

FCC SLATES MORE COLOR TV SESSIONS

ANOTHER round of FCC color tv discussion is understood to be set up for this week following last week's one-day meeting. The meeting last week took up details of some of the problems involved in writing an official decision approving the compatible color signal specifications sponsored by the National Television System Committee and virtually the entire radio-tv manufacturing industry. Problems revolved around questions of picture quality, cost and complexity of apparatus.

The Commission is going through the proposed staff report to insure careful scrutiny on a decision all believe will set the pattern for color tv for a long time. The feeling is evident that the decision will be tightly drawn in order that in the future no finger can be pointed at loopholes or omissions.

Meanwhile, color tv took a step forward last week with the demonstration of video tape recording of black-and-white and color signals (see separate story on page 31). Also, General Electric Co. announced it would have limited production of 15-in. round, all-glass color kinescopes in the first quarter of 1954, to be made available to all manufacturers. Pilot production will begin in January, J. Milton Lang, GE tube department general manager, said. Tubes, which will show a 12-in. picture, will be made in Syracuse, Mr. Lang added. They are of the three-gun, planar shadow mask variety, he said.

Three "packages" of station color tv gear were announced last week by Telechrome Inc., Amityville, L.I., N.Y. In a brochure entitled, "Color Tv—How to Inaugurate It With Minimum Investment," Telechrome offered a basic package, a supplementary unit and full facilities. No prices were given.
Co., and Dwight W. Martin, of General Tele-

Appeals Court Hears Chicago Ch. 2 Case

U.S. COURT OF APPEALS in Washingt heard oral argument last week on Zenit Radio Corp.'s appeal against the FCC decisio which dismissed its tv application for Chicago ch. 2.

Zenith counsel Edward K. Wheeler stresse two points in his argument: (1) That Zenit had not waived any rights even though it ha not participated in the allocation proceeding o the WBKB (TV) renewal hearing, and (2 that the court, if it upsets the FCC decision, in struct the Commission to grant Zenith a com parative hearing against Balaban & Katz, th original owners of WBKB (TV) on Chicago ch. 4. The implication was that the FCC's ap proval of the $6 million sale of WBKB to CB might have to be revoked pending the outcom of such a hearing.

Zenith appealed an FCC decision which dis missed its 1948 application for Chicago's ch. on the ground Zenith waived its rights to a hearing by not participating in the tv allocatio proceeding or the WBKB renewal [B•T, Apri 27].

Zenith asserted it had not waived its right to a comparative hearing. It claimed it applie for ch. 2, and WBKB then was on ch. 4. WBK was instructed to move to ch. 2 when the Com mission deleted ch. 4 from Chicago in its fina allocation report [B•T, April 14, 1952].

When the FCC renewed the WBKB licens it also approved the merger of ABC with Unite Paramount Theatres. Since this gave Amer can Broadcasting-Paramount Theatres two tele vision stations in Chicago, conflicting with th duopoly regulation, the Commission also ap proved the sale of WBKB to CBS. Station no is WBBM-TV, and is operating under tempo rary authority on ch. 2 pending the outcom of the Zenith appeal.

The question of whether Zenith waived it right to a hearing was explored in great deta by the three-judge court. Sitting were Circu Judges E. Barrett Prettyman, David L. Bazelo and Charles Fahey.

Arguing against Zenith's position, particu larly its insistence that it be given a hearin against Balaban & Katz rather than CBS, wa CBS counsel Judge Samuel Rosenman Rosenman, Colin, Goldmark & Kaye, Ne York.

Mutual

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BROADCASTING SYSTEM

The Nation's Greatest Regional Radio Network

takes pride in announcing the appointment

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as national representatives

EFFECTIVE JANUARY 1, 1954

H-R TELEVISION also represents KHJ-TV in Los Angeles

WITHDRAWAL OF COMPETITIVE BIDS ALLOWS TV GRANTS IN FIVE CASES

FCC also issues noncommercial educational television to Cincinnati and Oklahoma City. Among other actions was the designation of hearings on cases concerned with St. Louis ch. 11, Milwaukee ch. 12, New Orleans ch. 4 and Mansfield ch. 36.

DROPOUTS of competing applications continued last week to pave the way for new tv grants by FCC, including uhf ch. 27 at Miami, Fla., uhf ch. 32 at Clearwater, Fla., uhf ch. 29 at Richmond, Va., vhf ch. 9 at Jackson, Tenn., and vhf ch. 11 at Provo, Utah.

In addition, the Commission announced grant of vhf ch. 5 to Lake Placid, N. Y., and final decisions granting uhf ch. 19 to WHK Cleveland and uhf ch. 27 to WLAP Lexington, Ky.

Noncommercial educational grants for uhf ch. 48 at Cincinnati and vhf ch. 13 at Oklahoma City were announced, bringing post-thaw educational stations authorized to total of 28. Ch. 48 goes to Greater Cincinnati Television Educational Foundation and ch. 13 to Oklahoma Educational Television Authority, each a community-wide group in its area.

WMIE-TV Inc., owned 50% by WMIE Miami, Fla., was the ch. 27 grantee following withdrawal of a competitive application by Robert W. Rounsaville, licensee of WMBM Miami Beach. The ch. 27 grant is the second commercial station for Miami. WTVJ there is operating on vhf ch. 4. Several weeks ago the Commission granted vhf ch. 2 for a noncommercial educational station to Dade County's Lindsay Hopkins Vocational School.

Kurt A. Meer, WMIE manager, reported it is hoped to have the new ch. 27 station on the air in four to six months.

Clearwater's ch. 32 was awarded to attorney W. Frank Hobbs trading as Pioneer Gulf Television Broadcasters following withdrawal of a competing bid by WBOY Tarpon Springs.

Ch. 9 at Jackson went to WDXI there after withdrawal by Sun Pub. Co.'s WTJS.

KOVO Provo was recipient of ch. 11 after KCSU gave up its mutually exclusive application.

At Richmond, ch. 29 was granted to Winston-Salem Broadcasting Co., operator of WTOB-AM-TV Winston-Salem, N. C. The award was made possible by the dismissal of the competitive bid of Dixie Television Corp.

The Lake Placid ch. 5 permit was issued to Great Northern Television Inc. which proposes to construct the station near Bloomingdale, N.Y., on Morgan Mt. President Joel H. Scheier is president, general manager and one-third owner of WIRY Plattsburg, N. Y. Other WIRY principals are associated in the Great Northern applications.

Details of the new grants follow:

Cincinnati, Ohio—Greater Cincinnati Television Educational Foundation granted noncommercial educational television station on uhf ch. 48; effective radiated power 19.1 kw visual and 9.55 kw aural; antenna height above average terrain 490 ft. Address: 1228 Central Parkway.

Oklahoma City, Okla.—Oklahoma Educational Television Authority granted noncommercial educational vhf ch. 13; ERP 316 kw visual and 191 kw aural; antenna height above average terrain 1,440. Address: State Capitol.

Clearwater, Fla.— Pioneer Gulf Television Broadcasters granted uhf ch. 32; ERP 93.3 kw visual and 53.7 kw aural; antenna height above average terrain 320 ft. Address: P. O. Box 1146.

Miami, Fla.— WMIE-TV Inc. (WMIE ... owner) granted uhf ch. 27; ERP 200 kw visual and 107 kw aural; antenna height above average terrain 340 ft. Address: Hotel Everglades, Biscayne Blvd. and 3d St.

Bloomingdale, N. Y. (Lake Placid)—Great Northern Television Inc. granted vhf ch. 5; ERP 3.55 kw visual and 2.19 kw aural; antenna height above average terrain 2,750 ft. Address: 301 Cornelia St., Plattsburg.

Jackson, Tenn.— Dixie Broadcasting Co. (WDXI) granted vhf ch. 9; ERP 56.2 kw visual and 28.2 kw aural; antenna height above average terrain 340 ft. Address: c/o A. B. Robinson, Williams Bldg.

Provo, Utah — KOVO Broadcasting Co. (KOVO) granted vhf ch. 11; ERP 64.6 kw visual and 32.4 kw aural; antenna height above average terrain 1,360 ft. Address: c/o C. Tolboe, P. O. Box 99.

Richmond, Va.—Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem) granted uhf ch. 29; ERP 17 kw visual and 9.33 kw aural; antenna height above average terrain 540 ft. Address: c/o James W. Coan, 826½ North St., Winston-Salem, N. C.

Lexington, Ky—American Broadcasting Co. (WLAP) granted uhf ch. 27; ERP 247 kw visual and 129 kw aural; antenna height above average terrain 623 ft.

Cleveland, Ohio — United Broadcasting Co. (WHK) granted uhf ch. 19; ERP 220.3 kw visual and 119 kw aural; antenna height above average terrain 645 ft.

Four additional comparative television hearings were designated by FCC last week to commence Dec. 31 in Washington. These include St. Louis vhf ch. 11 (see story page 69); Mansfield, Ohio, uhf ch. 36; Milwaukee vhf ch. 12 and New Orleans vhf ch. 4.

Mansfield ch. 36 applicants are Mansfield Journal Co. and Fergum Theatres Inc.

Seeking ch. 12 at Milwaukee are Wisconsin Broadcasting System (WFOX), Milwaukee Broadcasting Co. (WEMP), Milwaukee Area Telecasting Corp. and Kolero Telecasting Corp.

Kolero petitioned FCC last week for conditional grant of its application pending final ruling in the comparative hearing on grounds the applications of its competitors are financially defective. Kolero president and 25% owner is Eugene V. Roemer, in real estate, banking, insurance and auto sales. A 25% interest also is held by Catholic Knights of Wisconsin fraternal group.

Competing for ch. 4 at New Orleans are Loyola U. (WWL), Times-Picayune Pub. Co. (WTPS) and James A. Noe & Co. (WNOE).

By memorandum opinion and order FCC set aside its ruling of April 22 in the Beaumont-Port Arthur, Tex., vhf ch. 4 case which dismissed the application of Jefferson Amusement Co., successor to Lufkin Amusement Co. The new order designated Jefferson for hearing Dec. 16 on the issue of whether it "should be dismissed pursuant to the provisions of Sec. 1.363(a) of the Commission's rules, in the light of the filing and dismissal of the application of Lufkin Amusement Co."

Port Arthur College (KPAC Port Arthur) and Smith Radio Co., contestants for ch. 4, were made parties to the Dec. 16 hearing. The ch. 4 proceeding which began last May, is under "indefinite" continuance.

Sec. 1.363(a) provides that an application once dismissed "with prejudice" may not refile, by itself or through a substitute, for the same facilities within a year. The examiner declined to dismiss Lufkin "without prejudice" and subsequently refused to accept Jefferson.

Chairman Rosel H. Hyde and Comr. Robert E. Lee dissented in last week's ruling to rescind the April 22 order and give Jefferson hearing on the dismissal issue.

Tailored to fit!
The Western Market is completely clothed in KOA-Radio's outsize signal. Size: 302 counties in 12 states.
The Western Market is a big earner—$5-billion last year. (Average farm income exceeds the national average by 74.3%.)
A big spender, too. Last year, $4-billion for consumer goods as well as for the equipment and materials that are the Western Market rancher-farmer's stock-in-trade.
Big earner—free spender, the Western Market is covered by the KOA hat. Sell your product...buy KOA-Radio.
50,000 WATTS • 850 KC
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Covers The West...Best!
FOR FOOD ADVERTISERS: KOA FOOD LEAGUE AMERICA'S MOST FOOD-CONDITIONED AUDIENCE

WOW-TV
Omaha

KPHO
Phoenix

KPHO-TV
Phoenix

IT'S GOOD TO KNOW IT'S A MEREDITH STATION

We're proud to have KCMO and KCMO-TV, Kansas City, join the Meredith Group.

The 17 years of Kansas City radio experience which has made KCMO the first Kansas City choice of smart timebuyers is also seen in KCMO-TV, which went on the air in September.

For you (as well as for us) it's good to know that KCMO is now a Meredith Station. KCMO and KCMO-TV are affiliated with ABC.

REPRESENTED BY THE KATZ AGENCY

Affiliated with

Better Homes and Gardens and Successful Farming Magazines

XUM

3 Tv Grants Expected As Stations Drop Out

THREE initial decisions for television grants to sole survivors in competitive hearings appeared forthcoming last week as the FCC approved petitions for dismissals by competitors.

KVOG Ogden, Utah, became sole applicant in hearing status for vhf ch. 9 as Interstate Broadcasting Corp. was granted withdrawal of its bid.

At Indianapolis, Crosley Broadcasting Corp. withdrew from the vhf ch. 8 hearing, leaving unopposed the application of WISH there. Crosley, however, filed a new bid for ch. 13, already sought by WIBC and WIRE. The latter has protested the Crosley channel change.

KDAL Duluth becomes survivor applicant for vhf ch. 3 at Duluth as the Commission approved dropouts from the contest by WEBC there. WEBC sought allocation of an additional vhf channel to the area, either chs. 10 or 12, but this request was denied by the Commission last week in another order adding ch. 13 to Bemidji, Minn., and ch. 12 to Ironwood, Mich.

In the Buffalo vhf ch. 7 contest, FCC on Monday approved dismissal of the bids of Buffalo Courier Express Inc. (WEBR), Copper City Broadcasting Corp. (WKTV-TV Utica and WKAL Rome, N.Y.) and Frontier Television Inc., which have merged in a new application under name of Great Lakes Television Inc. [B•T, Nov. 30]. This reduces the ch. 7 fight to three, the other two being WKBW Buffalo and Community Television Co.

Chesapeake Services Inc. dismissed its vhf ch. 10 bid at Norfolk, leaving in contest Beachview Broadcasting Corp. there and WAVY Portsmouth. WNOR Norfolk and WGH Newport News withdrew earlier.

Central Florida Pub. Co.'s bid for uhf ch. 18 at Orlando, Fla., was dismissed by the Commission for lack of prosecution. This leaves unopposed the ch. 18 application of Orange Television Enterprises.

Only two applicants remain for vhf ch. 12 at Palm Beach., Fla., after withdrawal by Television Theatre of the Palm Beaches Inc., West Palm Beach. Contestants are WWPG Palm Beach and WEAT West Palm Beach.

The San Francisco-Oakland vhf ch. 2 contest was reduced to four applicants as KLX Oakland dismissed its ch. 2 bid. Remaining in the fight are Channel Two Inc. and KROW Oakland and KFRC and Television California, San Francisco.

At Albany, Ga., two applicants remain for vhf ch. 10 as WGPC drops out. Contestants are WALB and WJAZ.

WHFB (TV) Extension

WHFB (TV) Benton Harbor, Mich., has been advised by FCC that its application for additional time to construct on uhf ch. 42 "cannot be granted on the basis of present information; permittee is afforded an opportunity to reply." In an earlier report of this action, B•T incorrectly identified the call of WHFB (TV) as WHBF-TV [B•T, Nov. 30]. WHBF-TV is operating on vhf ch. 4 at Rock Island, Ill., and is not involved in the case. WHFB (TV) is under permit to Palladium Pub. Co. at Benton Harbor.

JOHNSON TO QUIT SPORTS OR POLITICS

SEN. EDWIN C. JOHNSON (D-Colo.), top-ranking Democrat on the Senate Interstate & Foreign Commerce Committee, may announce in April 1954 whether or not he intends to remain active in politics.

Sen. Johnson last Wednesday said he will retire from either politics or baseball next year. The Senator, who is president of the minor leagues' Western Baseball League, was in Atlanta attending a meeting of the minors.

The veteran lawmaker, who will be 70 on New Year's Day, has been in the Senate the past 16 years. He is up for re-election next fall. There have been reports in Colorado that the state's Gov. Dan Thornton, a Republican, may oppose Sen. Johnson in the 1954 election.

The Senator reportedly of late has been telling close friends that he will have a statement on his plans sometime next April. He will be in Washington early this month.

Sen. Johnson, who served as chairman of the Senate commerce group committee in the 81st and 82d Congress (January 1949-January 1952), has been one of the most active legislators in Senate on radio-tv affairs.

One of his latest bills (S 1396) is related both baseball and broadcasting. It would p mit the big leagues to restore rule 1 (d) w prohibited broadcasts or telecasts of major minor league games within a radius of 50 m of a home park. The bill failed to pass Senate after it had cleared the commerce c mittee.

As president of the Western Baseball Lea Sen. Johnson serves without pay. He has b in the post since the league reorganized a World War II. In the past few years, he asked to be relieved of the office but was dr for re-election.

This is not the first time that Sen. Johns possible retirement from the political sc has been speculated. The Senator said in 1 he did not want to run for re-election but "drafted." It is said the same result may co about next fall should Sen. Johnson dec himself out of the Senate race.

Two More Drop Uhf CPs to Seek Vhf

TWO uhf permittees last week surrendered grants to build new tv stations in order to become eligible for vhf assignments in their respective areas. They are KIT-TV Yakima, Wash., uhf ch. 23, and WIBM-TV Jackson, Mich., ch. 48.

At Yakima, KIT-TV dropped its permit to build the ch. 23 station in a letter and petition sent to the FCC Thursday. The construction permit was granted Feb. 3 to KIT Inc., of which Carl E. Haymond (KMO-AM-TV Tacoma, Wash.) is principal owner.

According to the applicant, the station management believes that a vhf frequency would best serve the wide rural area with its mountainous terrain.

Either ch. 2 or 3 could be assigned to Yakima with minor inconvenience, the applicant contends in asking amendment of Sec. 606 of the FCC rules to give the city a vhf channel.

At Jackson, WIBM-TV surrendered its permit for ch. 48 "because of economic difficulties attending a uhf operation" not making it feasible to construct at this time.

WIBM Inc., permittee of the ch. 48 facility, announced it was surrendering its permit in order to place itself in position to apply for the proposed vhf ch. 10 facility in nearby Parma, Mich. A proposal to assign ch. 10 to Parma is presently pending before the Commission.

The Commission last week announced the deletion of uhf ch. 28 WCTV (TV) at Flint, Mich. Trans-American Tv Corp., permittee, considered the venture economically unsound and cited lack of network affiliation.

KSTM-TV BIDS ANEW FOR E. ST. LOUIS

PROMPTLY after FCC's refusal to consider its application for vhf ch. 11 at East St. Louis, Ill., KSTM-TV St. Louis, new permittee operating on uhf ch. 36, petitioned the Commission last Monday to reconsider the action and contended the proposal is entitled to hearing [B•T, Nov. 30].

FCC advised KSTM-TV that the ch. 11 application "was not acceptable for filing" since the station already was on the air and the tv rules do not allow existing stations to seek new channels in the same market.

Meanwhile, KSTM-TV announced that 10% interest in the station has been purchased by the East St. Louis *Journal* for about $75,0 The station told the Commission this indicates the sincerity of its ch. 11 bid which seeks provide a first local station for the Illinois adjoining St. Louis.

FCC last week designated for hearing ch. 11 contestants at St. Louis, to commence in Washington Dec. 31. Applicants are Louis Telecast Inc., St. Louis Amusement C CBS' KMOX and 220 Television Inc. KST TV's counsel, Franklin C. Salisbury, repor the ch. 11 hearing order allows for the inc sion of KSTM-TV's application should t commission rule favorably on the reconside tion request.

KSTM-TV's petition argued that if subs tion 2(c) of footnote 10 of Sec. 1.371 of FC rules prevents filing of the ch. 11 bid, the r is improper since it was adopted without vance notice and without opportunity for co ment by those who might be affected. The tion contended the Communications Act quires that its application be afforded a he ing on its merits.

PROPOSE CH. 13 GRANT TO WDAE

INITIAL decision proposing to grant WD Tampa, Fla., vhf ch. 13 there was issued week by FCC Hearing Examiner Basil Cooper.

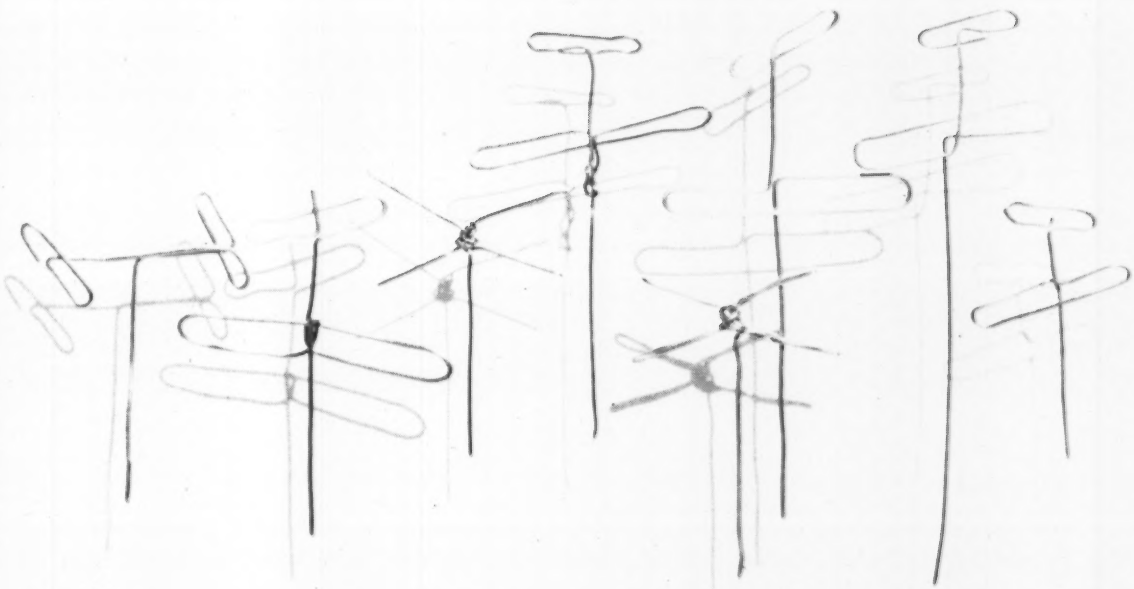
Proposing to deny the competitive appli tions of Orange Television Broadcasting and Tampa Television Co., the initial decis concluded that preference must be given WDAE on the basis of superiority in e perience, local ownership, better staff, a quate studios and offices, and integration ownership and management.

Principals in WDAE include David E. Sm Sr. (88.58%), editor and publisher of the Ta *Daily Times;* Vice President-Secretary Jos F. Smiley (3.14%), and Treasurer David Smiley Jr. (3.14%).

Principals in Tampa Television Co. incl President Doyle E. Carlton (15%), Tampa torney; Vice President-General Manager Walter Tison (20%), owner of WALT Tampa, Secretary-Treasurer David Elmer Ward, Ta attorney.

Principals in Orange Television Broadcas Co. include President David A. Falk (45%), V President James A. Warren (5%), Treasu Jack D. Peters (5%), Secretary Cody Fow (8%) and Frank E. Mandel (30%).

DAYTIME DOLLARS BUY MORE



In NBC daytime television your advertising dollar becomes more elastic and more efficient. Compared to the average of all nighttime television shows, the average NBC daytime TV program reaches more homes per dollar . . . gives you up to three times more commercial time for your money . . . and gives you up to three times the commercial frequency. These are only a few of the reasons why *daytime dollars buy more* when they are wisely placed in NBC daytime television.

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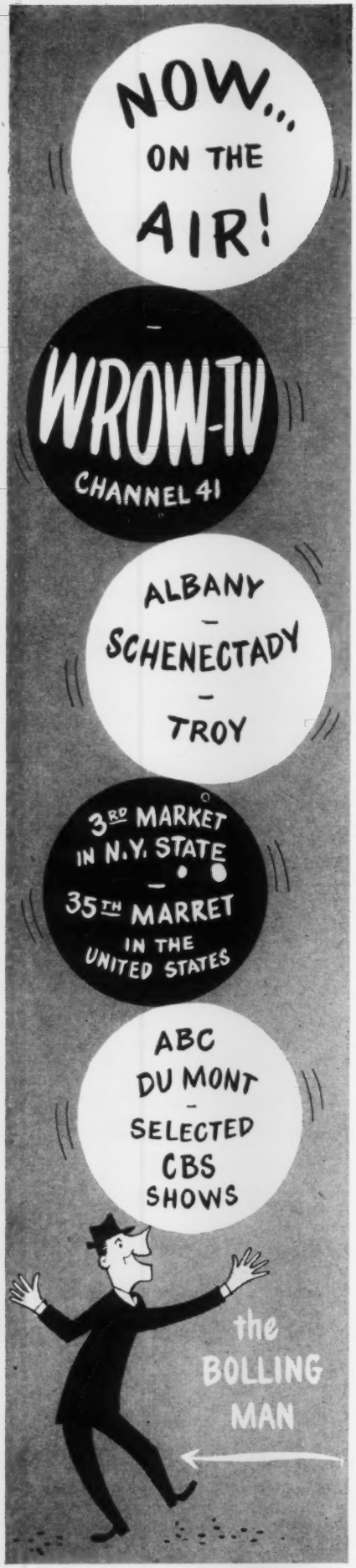


INDUSTRY SILENT ON NEW RULES COVERING MULTIPLE OWNERSHIP

Storer is considering reinstatement petition in wake of dismissal of its ch. 10 bid in Miami. CBS is undecided on future course.

ALTHOUGH there were reports that FCC may be asked to reconsider in whole or part its new multiple ownership rules, the Commission by last Thursday had received no comments, pro and con, concerning its order which limits multiple tv station holdings under common ownership to five and am and fm to seven each [B•T, Nov. 30].

FCC spokesmen noted parties have 30 days to file, hence they do not expect reaction this soon.

Storer Broadcasting Co., already operator of five tv stations, indicated through counsel it is considering whether to petition the Commission to reinstate its application for vhf ch. 10 at Miami, where it owns WGBS.

FCC by separate order, issued concurrently with the new multiple ownership rules, dismissed the Storer Miami bid even though the firm offered to dispose of one of its other existing tv stations should it receive a grant at Miami.

CBS officials also had not come to a decision on what course to follow. FCC issued an order to CBS to show cause why its am station interests should not be reduced from nine to seven. CBS owns six am stations outright and has minor holdings in three others.

Similarly, FCC ordered J. Elroy McCaw to show cause why he should not reduce his am interests from eight to seven. Additionally, he and associates have bought WINS New York from Crosley Broadcasting Corp., subject to FCC consent.

Considered for Years

FCC's multiple ownership proposal had been under consideration for more than five years. The final version in some respects is more strict than earlier proposals since the new rule, to become final 30 days from Dec. 3, date published in the *Federal Register*, states a minority non-controlling interest shall be counted equal to full controlling interest for the sake of the multiple station count. Because the degree of influence of the minor stockholder cannot be accurately determined, FCC chose the strict interpretation.

The new rules' limitations apply not only to stockholders, but also to directors and officers.

FCC left the door open on tv limitation, however, with respect to uhf.

A "grandfather clause" is contained in the new rule which allows a pending tv applicant such as CBS, which has full ownership of three tv stations and minority holdings in two others, to continue in hearing on its bids for additional stations if it asks waiver. But should a grant be made for a sixth station, one of the existing holdings must be dropped. This waiver clause, however, does not apply to an interest such as Storer which already has five full tv ownerships, hence dismissal of the Storer ch. 10 bid at Miami.

CBS owns WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles and, as in am, holds minority interests in WTOP-TV Washington and WCCO-TV Minneapolis. Pending television applications under the grandfather waiver clause include CBS-owned KMOX St. Louis for vhf ch. 11; CBS' WEEI Boston for vhf ch. 5, and KQV Pittsburgh (owned 45% by CBS), which seeks Irwin vhf ch. 4 at White Oak Borough, Pa.

ABC and NBC both already hold their full complements of five tv stations each.

DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh but cannot acquire two more because FCC ruled it is "controlled" by Paramount Pictures Corp., minority stockholder in DuMont and operator of KTLA (TV) Los Angeles. However, either DuMont or Paramount Pictures could acquire one additional station, it is believed.

Another entity which already has its limit of five tv stations is Empire Coil Co. The firm owns vhf ch. 9 WXEL (TV) Cleveland and uhf outlets KPTV (TV) Portland, Ore., KCTY (TV) Kansas City; KDEN (TV) Denver and WNES (TV) Indianapolis. WXEL was incorrectly identified as a uhf outlet in B•T's Nov. 30 issue.

FCC's order dismissing Storer's Miami ch. 10 application, text of which was released last week, pointed out that earlier the Commission had advised Storer it could not own four tv stations and prosecute applications for two additional stations. This was before Storer bought WBRC-TV Birmingham and had pending bids for ch. 10 at Miami and also for vhf ch. 9 at Wheeling-Steubenville.

Storer subsequently dismissed both its Miami and Wheeling bids, with ch. 9 being granted to WSTV Steubenville. After acquiring WBRC-TV, Storer re-filed for ch. 10 at Miami. It was the latter bid that FCC now has dismissed.

FCC's dismissal order explained that "Storer's proposal to accept a grant of its application on condition that it dispose of one of its five television stations merely repeats one of the proposals it urged when it held four stations and had two applications pending before us. That proposal was rejected before and we are of the view that it is untenable now.

"For, acceptance of this proposal would permit the owner of five television stations to file an unlimited number of applications on the grounds that each time we granted an application we could attach the proposed condition. This could go on *ad infinitum*, disrupt entirely our processing procedures, be manifestly unfair to competing applicants, delay a first or additional television service in a number of communities and encourage trafficking in licenses. It is clear to us that to permit such a situation to exist would not be in the public interest."

[*For full text of multiple ownership decision, see* FOR THE RECORD, *page 122.*]

Gannett Sells WGUY Bangor To Carpenter For $45,000

SALE of WGUY Bangor, Me., by Guy Gannett Broadcasting Services (WGAN Portland) to Murray Carpenter for $45,000 was approved by FCC late last week.

Sale of WGUY was in consideration of an agreement whereby Mr. Carpenter dismissed his competitive bid for vhf ch. 13 at Portland, thus clearing the way for the grant of that facility to WGAN. Mr. Carpenter subsequently filed for vhf ch. 2 in Bangor, his home town. This bid is opposed by a new application tendered a fortnight ago by WLBZ Bangor [B•T, Nov. 23, 16, 9].

Mr. Carpenter is former officer and stockholder, WPOR Portland and WABI-AM-TV Bangor.

WE'VE HIT THE TOP!

With a TV Antenna 1000′ Above Average Terrain.

Actual height 925′. That's as high as any in Michigan. *Far higher* than any commercial station in any Michigan market except Detroit.

We're Installing a 50,000 Watt RCA Transmitter.

The 10,000 watt component is *already* installed and operating — delivering 100,000 watts, e.r.p., video and 50,000 watts, e.r.p., audio. That's more power output than any other station in the area delivers or plans to deliver in the near future. But, full power of 316,000 watts, e.r.p., video and 158,000 watts, e.r.p., audio is scheduled for February 1, 1954.

A.T.&T. Relay Service Comes to Grand Rapids January 1, 1954.

Schedule your advertising on WOOD-TV, Grand Rapids' *only* television station. The Western Michigan station with top technical equipment, top local *and* network programming and the top market to go with them.*

*Primary service, too, to Western Michigan's most populated area including Muskegon, Lansing, Battle Creek and Kalamazoo.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company.

Reaches more people who have more and buy more

NBC, Basic; ABC, CBS, DuMONT, Supplementary.
Associated with WFBM-AM and TV, Indianapolis, Ind., WFDF, Flint, Mich., WEOA, Evansville, Ind.

Philadelphia's Greatest Radio Salesman!

Doug Arthur's pleasantly persuasive voice reaches more Philadelphia homes than that of any other radio personality. His famous "Danceland" is the greatest continued local success ever achieved by an independent radio station. "King Arthur" and his Round Table has reigned supreme in the Quaker City for fourteen years, spinning favorite hit tunes —new and old—to dance to, work to, dream to. His scintillating platter patter has a universal appeal that captures the hearts of listeners of all ages, occupations, incomes.

Doug delivers his commercials with captivating enthusiasm. He makes them SELL, and that is why his sponsors "LOVE that man!" Some of them have been with him since he started fourteen years ago.

WIBG GIVES YOU THE MOST LISTENERS FOR YOUR DOLLAR

WIBG

1425 Walnut Street, Phila. 2, Pa.

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

Represented by:
RADIO REPRESENTATIVES, Inc.
GRAND CENTRAL BUILDING
NEW YORK, NEW YORK

WGAR, KXLY-AM-TV SOLD; SALES TOTAL $3.7 MILLION

Cleveland's WGAR goes to Peoples Broadcasting for $1,750,000; Harris, Eisenstein and Jones buy Spokane radio and tv outlets for $2 million. KPIX (TV)-Westinghouse negotiations continue.

SALE of two station properties—WGAR Cleveland and KXLY-AM-TV Spokane, Wash.—last week involved transfer of funds in excess of $3.7 million.

The WGAR transfer, involving $1,750,000, is still in the final stages and subject to approval by the boards of WGAR Broadcasting Co. and the purchaser, Peoples Broadcasting Co. It represents one of the highest sale prices in recent years for a radio property. Filing of the application is expected within 10 days. The sale is subject to FCC approval.

The KXLY-AM-TV transfer by the Ed Craney-Bing Crosby organization involves a total of $2,023,000, of which $1,723,000 is capital stock, $150,000 unpaid obligations and $150,000 material ordered.

Mr. Jones

Purchasers of KXLY-AM-TV are Northern Pacific Radio Corp. and Northern Pacific Television Corp., both Washington corporations wholly owned by Messrs. Joseph Harris, Norman Eisenstein and Richard E. Jones, former Detroiter and resident of Spokane since early June as well as ex-Storer Broadcasting Co. vice president and recently director of DuMont o&o stations in New York, Washington and Pittsburgh. Mr. Harris and Mr. Eisenstein are New York businessmen.

Mr. Craney is chief stockholder and president of Symons Broadcasting Co., operating KXLY, and in turn the Symons corporation owns 50% of KXLY-TV with Mr. Crosby owning roughly 47%.

Both the WGAR and KXLY-AM-TV transactions were handled by Blackburn-Hamilton Co., station brokers.

Mr. Crosby

Mr. Craney

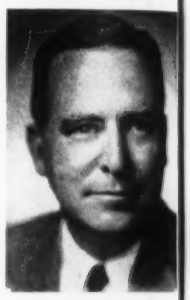
While these two transfers were being negotiated, a third transaction was believed near completion—sale of KPIX (TV) San Francisco by Wesley Dumm to Westinghouse Radio Stations Inc. for a figure that would put a value of more than $5 million on the property [CLOSED CIRCUIT, Nov. 16].

Mr. Dumm was in New York and Washington completing details of the proposed sale. The Dumm-owned KSFO San Francisco is not involved.

In the $1,750,000 gross WGAR transfer roughly $750,000 in quick assets will be taken over by the purchaser, making the net purchase cost about $1 million in cash. Herbert E. Evans, president of Peoples Broadcasting Co. and vice president of the parent Farm Bureau Insurance Co., represented the purchaser. James Lawrence Fly was Peoples counsel.

John F. Patt, president of the Goodwill Stations (WJR Detroit and WGAR), acted on behalf of WGAR Broadcasting Co. with E. Russell Eagen, of Kirkland, Fleming, Green, Martin & Ellis, as counsel.

Ownership of WGAR is held as follows: 52½% in the estate of G. A. Richards, of which his widow, Mrs. Francis S. Parker, is executrix; 35% by Mr. Patt and his family; 12½% by station executives with Carl George, general manager, having over 5% and Elmer M. Krause, secretary - treasurer, about 5%. Of the 52½% in the Richards estate, 42½% is in a trust and 10% is held by Mrs. Parker.

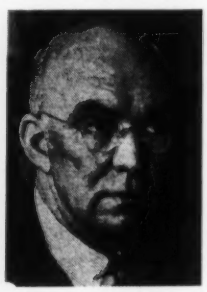


Mr. Patt

The entire executive staff will be retained, Mr. Evans told B•T. Mr. Patt has agreed to remain as consultant in view of his 23 years association with the property. He continues to serve as president and executive head of WJR, which he said "is not on the market."

WJR is widely held by the public, with 1,200 stockholders holding a majority and the Richards estate 49% of stock.

Mr. Evans will be chief administrative officer of WGAR in addition to other Peoples stations. Mr. George remains as operating head and Mr. Krause continues as secretary-treasurer. No other changes in policies or personnel are planned, it was emphasized.



Mr. Lincoln

Mr. Evans

Mr. Patt told B•T sale of WGAR "accomplishes diversification which the Richards estate had planned." Previously, he said, KMPC Los Angeles had been sold to the Gene Autry-Robert O. Reynolds group for about $800,000.

WGAR has long been recognized as a foremost public service station. Mr. Evans said this type of operation fits into the Peoples plans and every effort will be made to continue the policy and maintain the station's reputation. WGAR operates on 1220 kc with 50 kw power. It is a CBS outlet.

Peoples is the radio operating subsidiary of

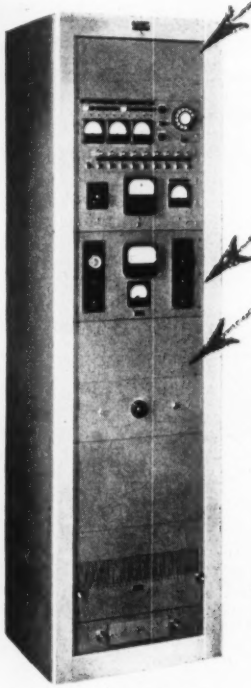
for *Unattended* OPERATION THE *Gatesway* is THE COMPLETE WAY!

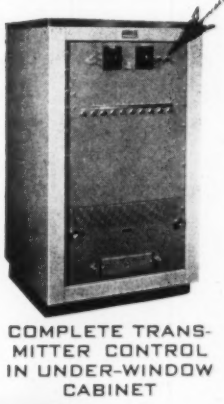
When you buy Gates remote control, you certainly do not buy half a loaf. — The Gatesway is indeed the whole loaf in reliable equipment for unattended operation.

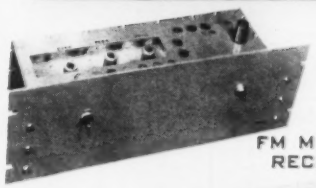
Gates remote control includes rack cabinets for both studio and transmitter, completely wired and ready to use. Motors for remote tuning are supplied with adjustable brackets to fit nearly every application. The antenna and lead-in are standard equipment — or, to the point, we don't believe you will need the help of your local hardware or electrical store to complete the installation.

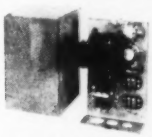
And no equipment of this kind is complete without a national sales and service organization such as Gates can offer. There are five Gates major branches plus a field engineer near you, no matter where you are.

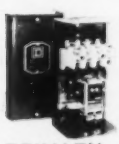
Available for the asking is a new 8-page brochure on Gates complete remote control systems. — By having this informative brochure you will quickly discover why the Gatesway is the COMPLETE WAY and yet costs, in many instances, actually less.


COMPLETE STUDIO REMOTE CONTROL

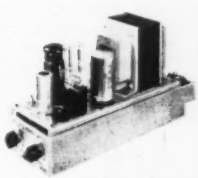

COMPLETE TRANSMITTER CONTROL IN UNDER-WINDOW CABINET

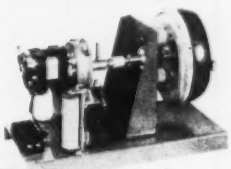

FM MONITOR RECEIVER


TOWER LIGHT INDICATOR


PRIMARY CONTACTOR

DIODE ANTENNA CURRENT METERING


POWER SUPPLIES ARE PLUG-IN


MOTOR TUNING, ALL MOUNTINGS PROVIDED

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg
Los Angeles, 7501 Sunset Blvd
New York, International Div., 13 East 40th St
Atlanta, 13th & Spring Sts
Montreal, Canadian Marconi Co

XUM

the Murray D. Lincoln Farm Bureau insurance organization. Other Peoples radio properties include WTTM Trenton, N. J.; WRFD Worthington (Columbus), Ohio, and WMMN Fairmont, W. Va.

Mr. Evans said Peoples is headed for still further expansion in the broadcast field. The parent firm is the second largest mutual organization writing automobile insurance in the country and the fifth largest writer of such insurance.

Mr. Lincoln, a nationally known political and civic leader and president of CARE, has other charitable, philanthropic and international interests, and is highly regarded as a public speaker.

The KXLY-AM-TV deal was closed last Monday. The station will remain in the Craney-operated XL station group but Mr. Craney will return to his home in Butte, Mont., where he operates KXLF-AM-TV. The sale originally was premised on Bing Crosby's need for capital to pay inheritance taxes on the estate of Mrs. Crosby though this situation had been resolved. KXLY-TV went on the air last Feb. 22 with its transmitter located atop Mt. Spokane. It went into the black in May, operated at a loss through the summer and returned to the black again in November.

Mr. Harris, like Mr. Eisenstein, a 45% owner of the purchasing group, was formerly head of Motion Pictures for Television Inc. and still has a financial interest. He operates Harris Assoc., large insurance brokerage firm. Mr. Eisenstein is a real estate investor and has interests in a chemical plant and dress manufacturing house.

Mr. Jones said his move to Spokane was based on the rapid growth of the Pacific Northwest. He indicated there would be no change in policy other than to extend tv operating hours into the morning periods. With opening of live telecasting, he said, many more CBS programs will be available to the station. KXLY was started in 1922 by Mr. Craney and the late Tom Symons. All of the XL stations will continue to be available individually or as a group under a single contract. Mr. Jones will be in charge of sales for the entire XL group.

KXLY operates on 920 kc with 5 kw power. KXLY-TV has 47.9 kw on ch. 4. Stations are CBS affiliates. KXLY-TV also has DuMont.

TOTAL $40,000 loss is 550-ft. tower of WBCK-TV Battle Creek, Mich., after a private plane owned by former Michigan Gov. Kim Sigler crashed into a guy wire.

Four Die as Plane Hits WBCK-TV Tower

FOUR persons, including former Michigan Gov. Kim Sigler, were killed last week when their private Beechcraft plane crashed after striking a guy wire of the 540-ft. tower of WBCK-TV Battle Creek, Mich., which was to go on the air after Jan. 1 on uhf ch. 58.

The plane, owned by Mr. Sigler, struck the wire at the 440-ft. elevation, sheared a wing, struck the tower and caromed to the ground, according to CAA officials, Gene Cahill, station program manager, told B•T. He said flying conditions were "extremely hazardous," with low ceiling and a drizzling rain.

The Blaw-Knox tower, its pylon antenna installed Nov. 20, was a total loss of $40,000, with $4,000 damage to the transmitter building, Mr. Cahill said.

Eye witnesses said all lights on the tower were functioning properly before the crash, according to Mr. Cahill. The transmitter is near Augusta, nine miles from Battle Creek. Mr. Cahill estimated operation of WBCK-TV will be delayed until next summer.

Kearl, Wright Promoted In KGMB Radio-Tv Split

SPLIT in radio and television operations of KGMB-AM-TV Honolulu and appointment of separate managers for each operation was announced last Monday before dedication ceremonies on that date for the Hawaiian Broadcasting System's new radio-tv center and increase of KGMB-TV's video power to 104 kw.

C. Richard Evans, vice president and general manager of KGMB-AM-TV, said Wayne Kearl, formerly assistant general manager of HBS, has been named manager of KGMB-TV, and Melvin B. Wright, former merchandising director, will be manager of KGMB. At the same time, he said, K. C. Wong, HBS assistant treasurer, also has become office manager.

VENARD LEAVES TAYLOR FIRM

LLOYD GEORGE VENARD, president and a director of the O. L. Taylor Co., announced last week he had resigned from the station representation firm, effective Jan. 2 or earlier if a successor can be selected before that time.

Mr. Venard

He notified the Taylor - represented stations of his decision shortly after submitting his resignation to O. L. Taylor and Paul H. Raymer Co., which has acquired all assets of the Taylor organization from Mr. Taylor and is operating the company as a separate entity apart from the Raymer Co. [B•T, Nov. 23].

(ad)man's best friend!

. . . and look at the big dog carrying it!

When sponsors want the most for that shrinking advertising buck, WBNS Radio comes to the rescue . . . with low cost per listener . . . and with more listeners than any other station in Central Ohio! And WBNS is top dog with loyal listeners because it has top programming. Latest Pulse Ratings show ALL 20 top-rated programs heard in Central Ohio are heard on WBNS!

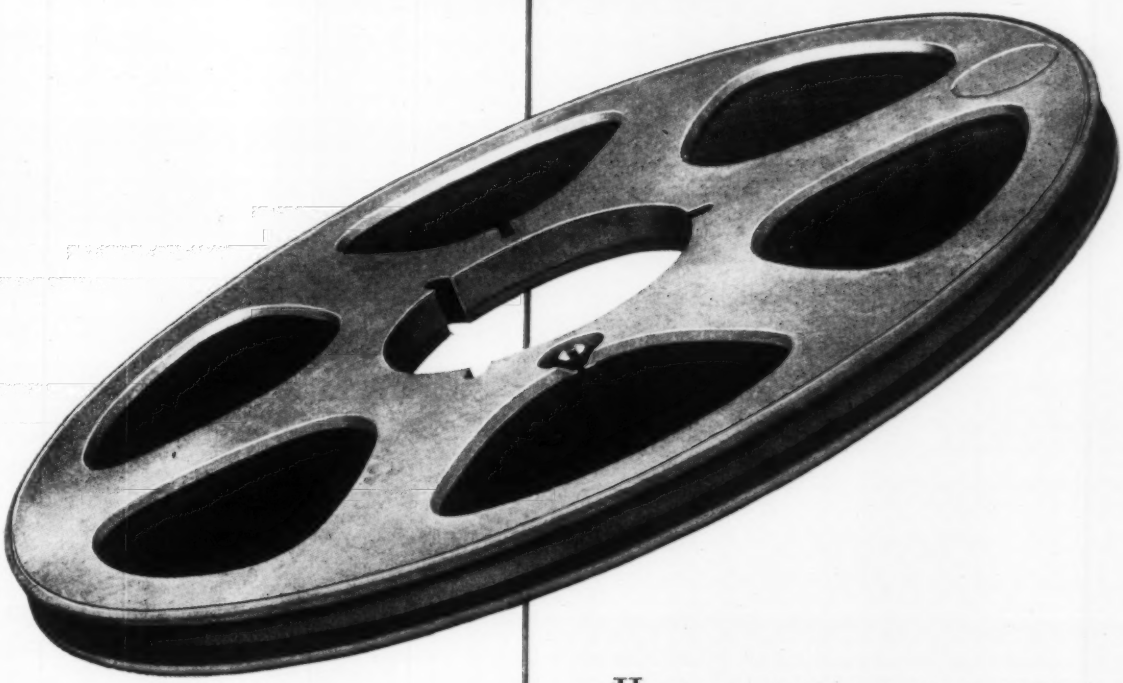
CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

audiotape TRADE MARK now available

on new Fiberglas 10½" reel



SOLID, ONE-PIECE CONSTRUCTION

STANDARD N.A.B. HUB DIAMETER

25% LIGHTER THAN ALUMINUM REEL

HAS SMOOTHER FLANGE EDGES

WILL NOT BEND

RESISTS WARPING AND DISTORTION

PRACTICALLY INDESTRUCTIBLE

HERE'S A NEW 2500-foot reel with a number of improved design features that will appeal to many tape recordists.

Audiotape can now be supplied on this light-weight Fiberglas reel at *no increase in price.* For a trial order, get in touch with your nearest Audio distributor. If he doesn't have the new reels in stock, have him contact our New York, Chicago or Hollywood office and we'll see that your requirements are promptly filled.

This is another example of how Audiotape gives you *extra value* at no extra cost. Its performance speaks for itself. Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.

AUDIO DEVICES, Inc.

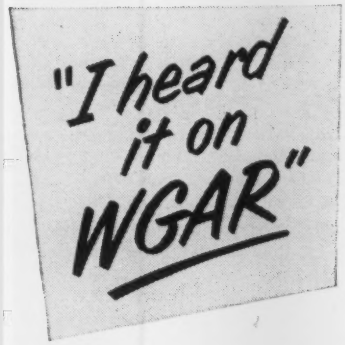
444 MADISON AVE., NEW YORK 22, N.Y.

Offices in Hollywood — Chicago

Export Dept., 13 East 40th St., New York 16, N.Y., Cables "ARLAB"

audiodiscs
audiotape
audiofilm
audiopoints

When Customers Tell Dealers . . .



It proves your messages have the ring of authority!

WGAR commands the respect of a large listening audience because of authoritative news reporting, outstanding shows and special events, both local and CBS. This buying audience is yours—to ring up results in cash registers!

ADVERTISERS GET RESULTS ON WGAR

Sales results obtained through use of WGAR are reflected in the number of years both local and national advertisers have been with Cleveland's Friendly Station!

221 advertisers.....3-5 years
94 advertisers.....6-10 years
17 advertisers....11-15 years
16 advertisers..over 16 years!

WGAR'S PLEDGE

Based on 23 years' experience, "WGAR secures from its staff and its clients, careful preparation and delivery of advertising messages to maintain high standards and good taste."

Listeners quote WGAR because they've learned to respect its voice of authority. We invite you to share the impact of this voice for your sales messages.

In Northern Ohio
WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

SECOND TV OUTLET BEGINS IN NASHVILLE

FIVE new tv stations were to begin regular programming last week as WSIX-TV Nashville, Tenn., second outlet for that city, and WWOR-TV Worcester, Mass., first home station there, started operation Nov. 30 and Dec. 4, respectively. Slated to go on the air yesterday (Sunday) were:

WJDM (TV) Panama City, Fla., vhf ch. 7 (CBS, ABC), reprsented by George P. Hollingbery Co.
KMID (TV) Midland, Tex., vhf ch. 2 (NBC), represented by O. L. Taylor Co.
WTOV-TV Norfolk, Va., uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv.

WSIX-TV (ch. 8), represented by George P. Hollingbery Co., will reach into mid-Tennessee and southwestern Kentucky, says the CBS-TV affiliate, which ran a special dedicatory section Nov. 29 in the *Nashville Tennessean*, publicizing its tv operation.

WWOR-TV (ch. 14) will be affiliated with ABC and DuMont, and represented by Paul H. Raymer Co.

KMID, using RCA equipment, has announced its rate card of $200 an hour, Class A time, Sid Grayson, general manager, reported.

LOOKING over congratulatory telegrams at the Nov. 29 dedicatory program of WSIX-TV Nashville, Tenn., are (l to r) Hardin Conn, WSIX' first announcer in 1927 and now counsel for Tennessee Business Men's Assn.; Louis R. Draughon, president-general manager, and Rep. J. Percy Priest (D-Tenn.).

Scheduled to go on the air Dec. 13, WEAU-TV Eau Claire, Wis. (ch. 13), was to begin test patterns yesterday (Sunday). It will be affiliated with NBC, ABC, and DuMont, Richard Kepler, manager, said.

KWTV (TV) Oklahoma City (ch. 9) expects to be on the air Dec. 15, Edgar T. Bell, general manager, announced. The CBS-TV affiliate now is having final pieces of its equipment installed. Test pattern transmission is due tomorrow (Tuesday).

Slated to start test patterns today (Monday), WRTV (TV) Asbury Park, N. J. (ch. 58), has sent out reception report cards to dealers and servicemen soliciting their cooperation in reporting on WRTV signal clarity. Regular programming date has been set for early January.

WINT (TV) Waterloo, Ind. (ch. 52), reports its equipment delivery schedule will enable it to be on the air March 1. Total population in its Grade A and B is more than ¾ of a million, R. Morris Pierce, announced.

Reports of good reception 100 miles away have been received by WITV (TV) Fort Lauderdale, Fla. (ch. 17), Wallace E. Stone, commercial manager, said. The station commenced operation Thanksgiving Day.

Another Thanksgiving starter, WJBF-TV Augusta, Ga. (ch. 6), announced its local and national advertising rate is $200 per hour.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., Dec. 15.
KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Dec. 15.

COLORADO

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 25.

CONNECTICUT

WNLC-TV New London, uhf ch. 26, represented by Headley-Reed Tv, December '53.

FLORIDA

WINK (TV) Fort Myers, vhf ch. 11, represented by Weed Tv, December '53.
WJHP-TV Jacksonville, uhf ch. 36, represented by Perry Assoc., December '53.
WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Dec. 6.
WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

IDAHO

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, Dec. 10.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 15.

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 13.

LOUISIANA

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Dec. 15.

MAINE

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 20.

MARYLAND

WBOC-TV Salisbury, uhf ch. 16, Dec. 25.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co., Dec. 25.

MICHIGAN

WIBM-TV Jackson, uhf ch. 48, represented by Forjoe Tv, Dec. 8.
WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Dec. 13 (granted STA Sept. 29).

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 15 (granted STA Oct. 19).

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 15.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Dec. 10 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, January '54 (tests due Dec. 7).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 15.
WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 20.

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15 (granted STA Nov. 13).
KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Dec. 15.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSYLVANIA

WCMB-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.
WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., December '53.

TEXAS

KMID (TV) Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co., Dec. 6.
KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Dec. 15.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Dec. 6 (granted STA Oct. 16).

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11 (granted STA Nov. 13).

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13 (NBC, ABC,

First WTAC-TV

FLINT, MICHIGAN

With Top "Agri-industrial" Coverage!

A

Now, there IS something new in the sales sun! A new and potent network television station, serving a virgin and untapped television market . . . the rich and dynamic "Agri-industrial" market of Flint, third largest city in Michigan and America's pioneer Auto City! At last, picture-perfect television is available to the more than half-a-million persons populating this unique Agricultural and Industrial area . . . 535,100 customers for your products with an annual buying income in excess of $863,000,000!

B

Nowhere else in America will you find a market to match WTAC-TV's "Agri-industrial" coverage area composition! Nowhere else will you find a more direct & less costly method of meeting this market than via the sales-making "Picture-Window" programming of WTAC-TV . . . Flint's FIRST and *only* television station . . . on the air—and in the market—NOW!

C

Affiliated with the American Broadcasting Company, and featuring selected programs from the other major networks, WTAC-TV's "Picture Window" programming combines the best of the national shows with tops in live local studio productions. WTAC-TV, with top "Agri-industrial" Coverage, is building and holding a large, loyal and lucrative buying audience for your product sales story. Your sales guarantee for profit satisfaction!

channel **16**

PICTURE CLEAR UHF

Trendle-Campbell Broadcasting Corporation

Represented by Paul H. Raymer Company

LUBBOCK, TEXAS

The South Plains' leading TV station

1st in West Texas

*LUCKY STRIKE*ADMIRAL*SCOTT PAPER CO.
ANY*CHESTERFIELDS*LINCOLN MERCURY*DUM
CO*CARNATION*LUC *KENT*CAVALIER*UN
*FAB*HOFFMAN TV* NY*MAXWELL HOUSE*
*PRUDENTIAL LIFE ILLSBURY*GERITOL
INC*WHITE SWAN* *ELECTRIC COMPANY
PHILIP MORRIS*SYLVANIA*CHRYSLER CORP*

1st with national sponsors!

SCHICK*HUMBLE*C *GREYHOUND*TONI*
SUPREME BAKERS ROYAL CROWN COLA*
AN*WHITE SWAN* *DUNHILL*COLGATE*
AMERICAN CHICLE *WHIRLPOOL*PHILC
OLD GOLDS*TONI* ECTRIC CO.*CAMEL
I LOVE LUCY*YOU ARE THERE*RED BUTTONS*
*AMOS 'N ANDY*JACKIE GLEASON SHO

1st with the top shows!

PRIVATE SECRETARY*BURNS AND ALLEN*I
*LIFE WITH ELIZABETH*THE RUGGLES*THE
OW*TOPPER*YOU A E*BISHOP SHEEN*
LOVE LIFE OF RILEY*PEOPLE ARE FUNNY*THE TOWN*BURNS
S*FACTS FORUM*STRIKE IT RICH*LIBERACE
'VE GOT A SECRE MNIBUS*GARY MOO
W*MY FRIEND IRMA*ARTHUR GODFREY* BEAT

1st with the audience!

DUMONT CBS PARAMOUNT

represented by Avery-Knodel, Inc.

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

W. D. "Dub" Rogers, President

Mike Shapiro, Asst. Mgr.,
Director of Sales

channel 13

LUBBOCK, TEXAS

DuMont), represented by George P. Hollingbery Co., Dec. 13.

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), Dec. 25.

ALASKA

KTVA (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Hugh Feltis & Assoc., Dec. 15.

Doty Heads WSBA-AM-TV

APPOINTMENT of Clarence L. Doty, formerly with Edward Petry & Co., New York, station representatives, as vice president and general manager of WSBA-AM-TV York, Pa., was announced last week by Louis J. Appell Jr., president of Susquehanna Broadcasting Co., licensee. Mr. Doty assumed his new post last Tuesday.

Mr. Doty

WAVE-AM-TV Sign Pact With NBC Spot Sales

NBC SPOT SALES' expansion of its station representation list moved ahead another notch last week with signing of WAVE-AM-TV Louisville, effective Jan. 1.

The appointment was announced jointly by George W. Norton Jr., president, and Nathan Lord, vice president and general manager of WAVE Inc., and Thomas B. McFadden, director of NBC Spot Sales.

The sales representation arm of NBC also was reported in negotiations with some other stations, but their identities were not disclosed. Nor was any formal comment forthcoming from independent station representatives, who through their Station Representatives Assn. traditionally have opposed network activities in the sale of spot radio-tv time for non-network-owned stations.

WAVE, an NBC affiliate for 20 years, operates on 970 kc with 5 kw. WAVE-TV (ch. 3), which celebrated its fifth anniversary Nov. 24, is a primary affiliate of NBC-TV and also carries ABC-TV and DuMont programs.

Addition of WAVE-AM-TV counter-balances NBC Spot sales' forthcoming loss of Westinghouse Radio Stations' WPTZ (TV) Philadelphia and WBZ-TV Boston, which have signed with Free & Peters—the organization currently representing the WAVE stations—effective Feb. 1.

KMID (TV) Names Grayson

SID GRAYSON, commercial manager of KWFT-TV Wichita Falls since the station went on the air last March, has been appointed general manager of KMID (TV) Midland, Tex., and already assumed his duties. The stations was slated to go on the air Dec. 6. Mr. Grayson was commercial manager at both KFDX and KTRN, both in Wichita Falls, before joining KWFT-TV.

Mr. Grayson

Des Moines Stations Name New Personnel

TWO Des Moines radio stations have new managers as a result of changes brought about by the purchase of one station and the deaths of two principals in the other.

Mr. Baldwin

Vice president and general manager of KIOA Des Moines, which was purchased from Independent Broadcasting Co. for $150,000 by Town & Farm Co. Inc. [B•T, Oct. 5], is Ray Lathen [AT DEADLINE, Nov. 30]. His appointment was announced by Dr. Searle, President of Town & Farm, which also operates KMMJ Grand Island, Neb., and KXXX Colby, Kan. The purchase was completed Nov. 23.

New station manager, vice president and board member of KSO Des Moines is Bill Baldwin, former program director. Mr. Baldwin was appointed by Kingsley H. Murphy Jr. who took over the presidency upon the death of his father, Kingsley H. Murphy Sr.

Mr. Searle

Mr. Lathen

A number of changes were announced at KSO, arising not only from the death of Mr. Murphy, but also that of Herbert F. Holm, station comptroller. The younger Mr. Murphy has moved his family to Des Moines to assume active operation of the station.

Gene Shumate, former KSO sports director, has been promoted to commercial manager and named as a vice president and board member.

Ove H. Strandskov of Des Moines has been named to succeed the late Mr. Holm as comptroller, and Floyd E. Bartlett, chief engineer since 1944, adds the duties of treasurer.

WDIA Plans 50 Kw Power

PLANS are for a new, more powerful WDIA Memphis by next spring. WDIA has set March 1 as its target date to begin operating with 50 kw on 1070 kc. It now is on 730 kc with 250 w. Station plans to program 21 hours daily from 4 a.m. to 1 a.m. New transmitter building will be 40′ x 60′ of concrete block. WDIA has on order a Continental Electronics Type 317 50 kw transmitter with delivery expected Dec. 1. Six 230-ft. Blaw-Knox towers will be used, offering a four tower directional during daytime and six towers at night (5 kw at night).

Jess C. Denious Dies

JESS C. DENIOUS, 74, president of KGNC Dodge City, Kan., died last Tuesday. Mr. Denious also was editor and publisher of the Dodge City *Daily Globe*.

That's right, **Danny Thomas . . .** Sylvania is presenting you with the 1953 Award for the "Outstanding Comedy Show of the Year"!

Thanks, Sylvania, for honoring Danny Thomas this way . . . we wouldn't be human if we weren't pleased and proud. And grateful to Danny, Jean Hagen, Ben Lessy, Sherry Jackson, Rusty Hamer, and Corky (the dog) for giving us such a hilarious show. Orchids, too, for the many wonderful guys whose job it is to stay *off* the TV screen . . . our producer, our director, and the stage crew . . . for making this show a prize-winning series.

Thanks, too, for your second award...for timely coverage of the Coronation last June. But we feel a little guilty about this one. The glory actually belongs to those two friendly networks, the BBC and Canadian Broadcasting Company. Their brilliant films and superb cooperation made this award possible. If we can take credit for anything, it's simply the fact that we brought this important event to the country quickly and effectively. But that's nothing special at ABC.

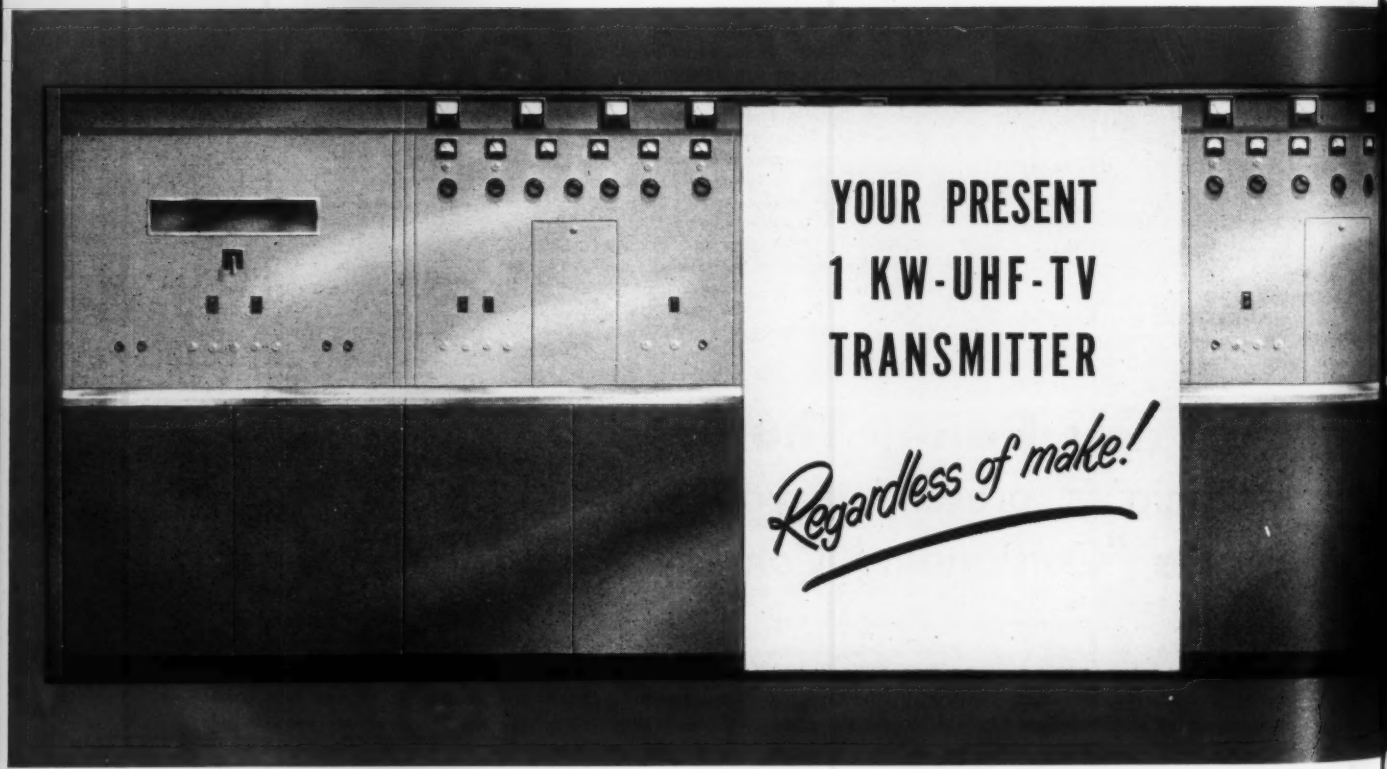
Thanks especially to The American Tobacco Company and Speidel, who sponsor the Danny Thomas Show. They are the real winners of awards like these.

ABC TELEVISION NETWORK
AMERICAN BROADCASTING COMPANY

BIG NEWS for television broadcasters...

G-E's 12 KW AMPLIFIER COMBINES WITH ***ANY*** UHF-TV TRANSMITTER... REGARDLESS OF MAKE!

You can get h



General Electric's UHF leadership puts you on the sure road to higher TV power!

● **G-E UHF TRANSMITTERS.** 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.

● **15 KW KLYSTRON TUBES.** Product of General Electric progress. Provides exactly the power you need for strong field intensity—excellent home receiver signals.

● **G-E HELICAL ANTENNAS** boost radiated power up to 20-25 times and contour for ideal market coverage.

● **PROVED-IN-OPERATION BY MORE THAN A DOZEN MAJOR TV OUTLETS.** Go down the list of important high power television broadcasters throughout the country using General Electric equipment. Measure its value to you by their success!

Comp

XUM

high power now!

● Today...if your present transmitter provides only minimum output, then you may not get a strong station signal into your complete market area. That automatically cuts coverage *plus* important advertising revenue. Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development doesn't solve their immediate problem. Only G.E. offers the right solution.

General Electric's "look into the future" in 1949 today gives you a *single answer to all UHF equipment requirements!* Five years of UHF product planning and development now provide broadcasters with a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric *alone* offers this service to UHF stations already on-the-air! G.E. *alone* can deliver 12 KW transmitting equipment for new TV outlets today!

Get complete details on how to accomplish this. 12 KW Amplifier installation from your local G-E Representatives. Act quickly! *General Electric Co., Section 2103-19, Electronics Park, Syracuse, New York.*

15 KW Klystron Tube

Designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

NEW! THE ONLY COMPLETE BOOK ON TELECASTING!
covers every phase

"Principles & Practices of
TELECASTING OPERATIONS"
by **HAROLD E. ENNES**

600 PAGES OF PRACTICAL INFORMATION for everyone interested in TELECASTING

top reference on Telecasting

Indispensable to the Engineer, Production Man, Director, Technician, and to all Students of the Video-Audio Art

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A Partial List of Authoritative Chapters:

Basic Telecasting Equipment; The TV Camera; The TV Control Room; Fundamentals of TV Studio Lighting and Equipment; Network Program Relay Systems; TV Operational and Maintenance Practices; Technical Production of TV Shows; Field Equipment and Micro-Wave Relays; Analysis of Video and Audio Transmitting Plants; Technical Definitions — PLUS HUNDREDS OF OTHER SUBJECTS

Here, in one complete, easy-to-understand volume is the whole fascinating story of Telecasting operations. Whether you are a Chief Engineer, Production Director or Technical Director; if you are now working in or planning to work in TV, or if you are simply interested in Telecasting, this book is *meant* for you. Here is practical, useful information that makes you familiar with the equipment and techniques used in Telecasting, tells you *everything*—answers all your questions about TV production and transmission. If you work or are interested in Telecasting, you'll want this vast wealth of reliable information—you'll want this book in your library. Order your copy today!

600 Pages, 450 Illustrations
6" x 9"
Hard Covers $7.95

ORDER TODAY!

Order from your electronic parts distributor or bookstore, or write direct to Howard W. Sams & Co., Inc.
2215 E. 46th St., Indianapolis 5, Ind.

My (check) (money order) for $.....
enclosed. Send the following:.....copy(ies) of "Telecasting Operations" ($7.95 per copy).

Name.....

Address.....

City.....State.....

RADIO-TV FILLS N. Y. NEWS BREACH

RADIO and television moved quickly into the breach last week to provide all-out "newspaper" service to audiences and advertisers caught in a shutdown of all major metropolitan New York dailies.

Untabulated thousands of dollars of "new" money were channelled into the broadcast media by local advertisers determined to keep Christmas merchandise moving even though deprived of what normally is their principal advertising outlet. Some stations reported they were turning away business or juggling schedules to accommodate more.

First results indicated that the forced switch to radio and television was paying off in terms

For the man on the street . . .

of store sales and traffic. Although store officials were reluctant to discuss the subject for publication, an informal survey by B•T on Thursday—fifth day of the strike—indicated that in most cases sales were holding up. It was emphasized however that it was "still much too early to tell" what the full effect of the absence of newspaper advertising and the accompanying surge in radio-tv use might be.

Department stores led the parade of advertisers turning to the broadcast media in the wake of the shutdown, which began Saturday afternoon (Nov. 28) with a photo-engravers strike supported by other unions. Motion picture and legitimate theatre houses and other sales-minded organizations were quick to join the stores on the broadcast bandwagon.

They bought time in all sizes, from newscasts and other programs to spots and participations, though spots and participations dominated. The size of the bonanza for the stations would depend upon the duration of the strike, which as of Thursday was still on.

The magnitude of this role was emphasized by WOR New York Thursday in releasing results of a survey made for it by Pulse Inc. on Tuesday. The survey showed that 93.9% of the 700 families interviewed said they had listened to or watched newscasts on radio or tv the preceding day. Of the 700 families, 16.1% said they had heard news on radio only, 11.1% on tv only, and 66.7% on both radio and television.

In addition to increased frequency of newscasts, for example, several stations began giving stock market reports. At least one station, independent WMGM, found in the brokerage firm of Newberger-Loeb Co. a sponsor for its daily stock quotations, a six-minute summary running Monday through Friday, and another, WOR, signed Bache & Co. for three five-minute reports a day. The comic strips were made available by WCBS-TV, which featured Charles Collingwood reading the "funnies" from Washington newspapers as part of a special one-hour telecast each morning at 7 o'clock, and by WABC-TV, which presented Bill Steinke with the comics around noontime daily. Several stations put on reports of food prices in major chain stores, and WABD (TV), in addition to this service, inaugurated a "help wanted" segment after three news shows to enable hospitals, stores, utilities and the like to announce their needs for help.

WABD WCBS WNEW WWRL (Woodside, L. I.) WNBC-WNBT (TV) WPIX (TV) WABC-AM-TV were among the stations reporting increased newscasts.

NBC's WNBC was reported to have recorded more than $12,000 and WNBT (TV) $18,000 in strike business during the first four days of the shut down, while WOR was said to have added more than $12,000 through Thursday. CBS-owned WCBS radio declined to reveal dollar figures other than to say that "several thousand dollars" had been added as of Monday morning, but spokesmen reported 17 new accounts signed through Wednesday and said all normal availabilities had been sold out and that some network and other shows were rescheduled to make way for 40 additional minutes of participation programming Wednesday evening and again Thursday.

Among the advertisers engaged in the swing to radio and television were Wanamaker's department store, Macy's, Gimbel's, Peck & Peck, Abraham & Strauss, Bloomingdale's, Hearn's, Saks Fifth Avenue, major motion picture companies, Rogers & Hammerstein, Radio City Music Hall, and Admiration cigars. Esso, trade-

. . . It was NBC's news sheet

660 ON THE DIAL WNBC

EXTRA

CHANNEL 4 WNBT

NATIONAL BROADCASTING CO. MON., NOV. 30, 1953

Late News Flashes From The WNBC News Room

TRUMAN BACK IN N. Y., MEETS GREEK ROYALTY
– DETAILS ON WNBC AND WNBT

CITY SLAPS ON TOUGH XMAS PARKING RULES
– DETAILS ON WNBC AND WNBT

ENGRAVERS VOTE ON NEW SALARY OFFER
– DETAILS ON WNBC AND WNBT

FOR DETAILS ON THESE HEADLINE STORIES – AND ALL THE NEWS – TUNE IN WNBC-RADIO and WNBT-TELEVISION

• TONIGHT ON WNBC – 660 •

6:00 p.m. – Kenneth Banghart
6:15 p.m. – Sports, Mel Allen
6:45 p.m. – 2-Star Extra
7:30 p.m. – World News Roundup
9:30 p.m. – 5-Minute Newscast
10:30 p.m. – 5-Minute Newscast
11:00 p.m. – Kenneth Banghart
11:15 p.m. – Sports with Joe Hasel
11:00 to 1 a.m. – Newscasts every 15 minutes
All Through the Night – news periods frequently until 6 a.m. on Music Through the Night
In the Morning – Tune in Allyn Edwards and "Wake Up Easy" 6 to 8:30 a.m. Continuous news, music, weather, time signals, including the famous Ben Grauer and the News at 7:30 to 7:45 a.m.

• TONIGHT ON WNBT – CHANNEL 4 •

6:00 p.m. – News Bulletins
6:45 p.m. – The Elmo News the first complete news cast of the evening. By John Wingate
7:45 p.m. – the CAMEL News Caravan with John Cameron Swayze
11:00 p.m. – the "I Love Lucy" show with Desi Arnaz and Lucille Ball
News by John K. M. McCaffery
11:10 p.m. – The Weather with Tex Antoine
11:15 p.m. – Sports News with Jim Britt
Midnight – Kenneth Banghart
12:55 a.m. – News Extra
1:30 a.m. – The Late Late Show
In the morning – Tune in "Today" with Garroway and the Weather from Tex's weather desk

MORE THAN 50 EDITIONS A DAY FROM THE WNBC NEWS ROOM

tionally radio-tv conscious, bought all available news spots on WNBT from Monday through Tuesday noon and then renewed for another series of 10 programs as the strike continued.

The NBC stations in particular took advantage of the opportunity to promote their role as news media. Max Buck, director of merchandising and promotion, had 250,000 copies of a single-sheet "commuter's edition" printed up daily giving headline news and listing the stations' newscast schedules, and had them distributed in railroad and subway stations, etc.

ONLY TRAINS CAN MOVE *THIS* MOUNTAIN

for the ASSOCIATION OF AMERICAN RAILROADS

Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW

CLEVELAND'S *Chief* STATION

No. 1 Radio Buy
in New Haven

• • • • • •

Merchandising
more guaranteed in-store food display than any other New Haven station.

• • • • • •

Programs
live wire local plus NBC affiliation = proven audience.

• • • • • •

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $15—$18—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

DUMONT'S BERGMANN CITES COLOR COST, LIMITED AUDIENCE FOR 'SEVERAL YEARS'

Dayton Ad Club is also told that 'mastery of uhf' is assuring a competitive television system.

CONVICTION that color television "will not amount to much" for "several years" was voiced by Ted Bergmann, general manager of the DuMont Tv Network and director-designate of the Broadcasting Division of Allen B. DuMont Labs, in a speech before the Dayton (Ohio) Advertising Club last Thursday.

He also admonished advertisers to "be vigilant toward the protection of integrity, believability, absence of annoying repetition, and unprovable claims" in advertising, and to "help us protect your own interests" in "the medium that moves your merchandising so effectively."

Mastery of Uhf

Mr. Bergmann, who moves into the post of director of broadcasting for DuMont on Jan. 1, told the group that "mastery of the uhf" is assuring the development of a truly competitive television system but said that, despite "rapid advancement" in the number of stations, the problem of station clearance is still a major one for all four tv networks.

Sketching the growth of tv, he said that "advertisers are ringing television's cash register in 1953 to the tune of one million dollars a day against the total of zero dollars no cents in 1946," while "viewers have invested seven billion dollars in receivers and manufacturers are turning sets out at the rate of nine million a year."

DuMont's views on the non-immediacy of color tv as a general service, he said, are based on "the higher cost to all concerned as compared to black and white" and "lack of circulation." Though agencies and advertisers are interested to the extent that they want to know how their products and trademarks will look in color, and how much redesigning and overhauling of merchandising techniques will be necessary, Mr. Bergmann asserted, "we have yet to detect any of these agencies or any of these sponsors either ready or willing to sign to underwrite their own color program on the air with their own money.

Color Audience Lack

"The reason for this reluctance is simply the lack of a color audience in the foreseeable future," he continued. "The best information I can get persuades me that there will be only about 500 color sets by the end of 1953 in all the United States, and the figure probably won't be over 100,000 at the end of 1954."

Mr. Bergmann noted that "25 or 30" stations are said to be ready to order equipment to carry network color broadcasts. This, he pointed out, can be done for about $35,000. But, he added:

"Even to tie a local identification into a network program or to run a color film locally would call for an additional outlay of $75,000 to $100,000, or a sum total of $110,000 to $135,000 to do just a modest color job.

"If a station were a little more ambitious and wanted to originate a live program in color it could easily sink $500,000 to $600,000 in equipping just one studio for such a purpose. In this connection, just let me make it clear that the equipping of one studio for live color would cost more than to put an entire station on the air with black and white."

He thought that technical and manufacturing progress within "three or four years' time" would be such that color sets with a screen size equivalent to present 21-inch monochrome receivers could be manufactured and sold "for somewhere in the neighborhood of $500."

For these reasons, high costs and low circulation, Mr. Bergmann maintained, "live color television is not going to be done in cities such as Dayton—just won't be at the command of local advertisers in a profitable sense—for several years to come." But although he saw no "immediate widespread swing" to color, he felt that "eventually color television will be integrated with our present black-and-white broadcasting."

Referring to the increasing number of tv stations, Mr. Bergmann said that "as each day passes and more stations are built, the closer are we coming to four complete national networks." But station clearance is still a problem for the networks, he continued, pointing out that of the 208 tv cities, 133 have one station, 47 have two, 21 have three, and seven have four or more. He said:

"Thus, four networks can feed simultaneous programming in only seven cities. Three can clear simultaneously in 28 cities, two networks in 75 cities, and only one network in all 208 cities. Keeping this in mind and examining the total business on all four networks, you will find that it is equivalent to a nighttime sell-out on three and one-third networks."

He quoted AT&T as estimating that live network service will be available to about 250 stations in approximately 140 cities at the end of this year and that probably 100 other stations will be added during 1954.

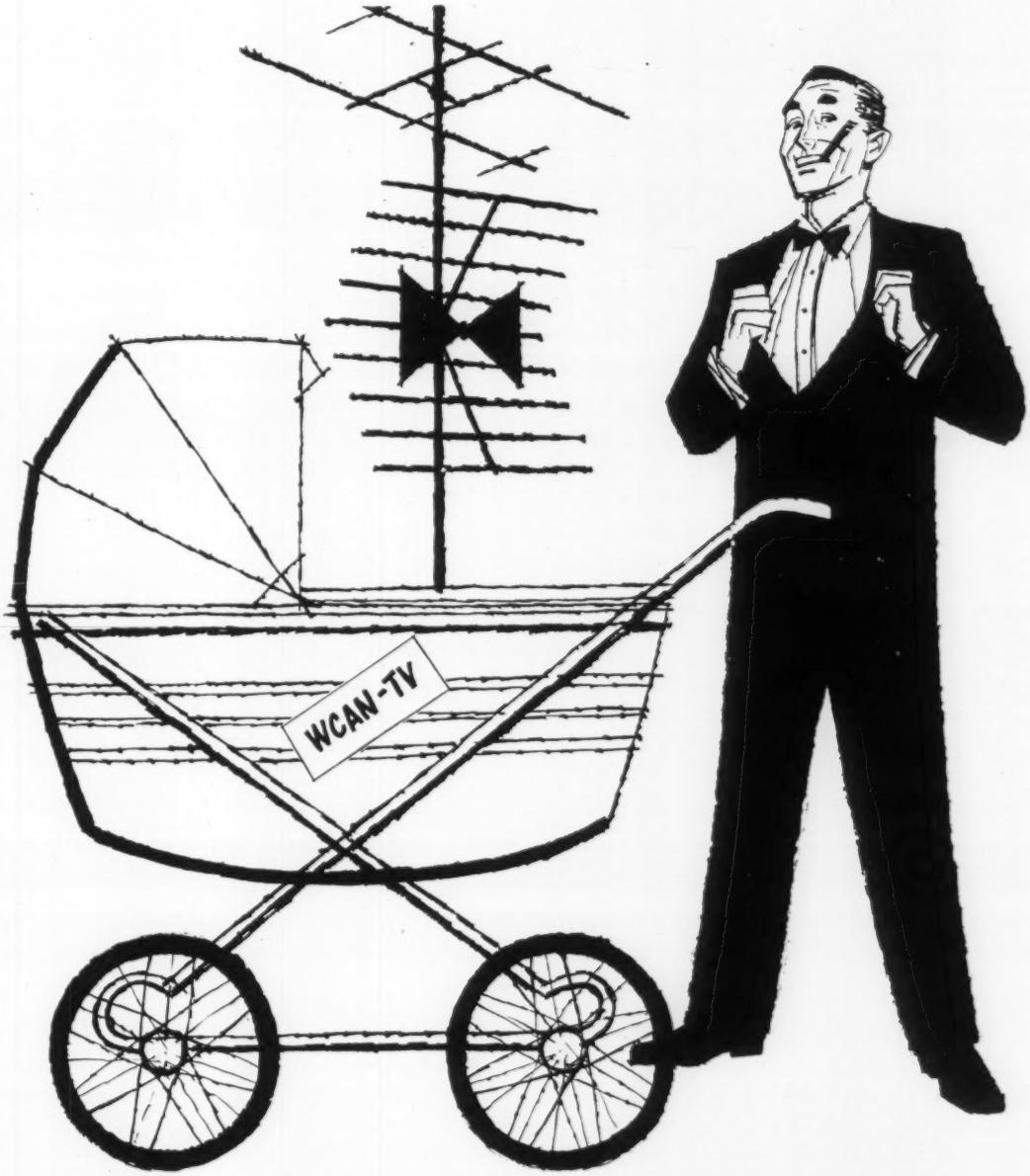
Mr. Bergmann said experience had proven DuMont correct in its belief that "there was nothing wrong with uhf that high power would not cure."

Further, he said, "sponsors are interested only in getting their messages before viewers clearly, attractively and economically, not in the means by which industry technicians do the job," while "viewers are quite indifferent as to how a program gets to their home screen . . . all they ask is that it be a good program." He continued:

"The FCC's diagram of television's future

DTN's Far Reach

DuMONT Television Network claims that its network of 205 stations can reach "virtually every tv set in the U. S.," pointing out that its station line-up has tripled in size in past year with the addition of 131 stations. Elmore B. Lyford, DuMont's director of station relations, said the network has expanded to its present total from 62 stations at the end of the "freeze" in July 1952, to 74 at the end of 1952 and 126 last June 15. Mr. Lyford added that DuMont also has the nation's largest commercially-sponsored tv program in Bishop Sheen's *Life Is Worth Living*, now carried on 164 stations and expected to reach an audience of about 20 million each week when the station line-up is completed. The program, sponsored by the Admiral Corp., is presented on Tuesday, 8-8:30 p.m., EST.



MILWAUKEE . . . is the fastest growing UHF Market in America

WCAN-TV spirals to new heights . . . *OVER 175,000 UHF SETS** and *only* 10 weeks on the air. Wherever you go . . . ROOFTOPS shout it . . . SALES prove it . . . and SURVEYS show it.

October 14	Dr. Ella Clark of Marquette University	26.7%
October 22	American Research Bureau	29.6%
November 6	American Research Bureau	32.2%
November 16	Dr. Ella Clark of Marquette University	35.4%
November 30	Projected Figure	39.8%

. . . with more to come. ***Look for 250,000 UHF sets on New Year's Day.*** Get your share of the business on WCAN-TV—the CBS station that brings *increased sales* to its advertisers.

WCAN-TV rates are still based on 100,000 sets

Write now for rate cards and success stories

CBS

BASIC OPTIONAL

WCAN-TV

channel 25 Milwaukee

Represented Nationally by
Alex Rosenman, 347 Madison Ave., N.Y.

with its preponderance of uhf outlets assures advertising men generally a chance to work in the new medium—an opportunity that they would not have enjoyed had television been confined to the 500 stations that could have been put on the vhf band.

"Already, class A time is virtually sold out on the vhf pre-freeze stations. Had this 'sold-out' condition continued to prevail, television would have been in a fair way to have become dominated by 10 or 12 major advertisers. But that danger no longer exists. With 80 new channels now available and the 2,000 stations that they make possible, you can write your own estimate as to the time that will be available."

He conceded that some agencies had "sniped" at uhf, but said "that situation, too, is passing and it's comforting to recall that it was not so long ago that these same agencies doubted vhf's ability to cover a market."

Some Abuses

In cautioning advertisers to take care to avoid offense, Mr. Bergmann said:

Lately we in the industry have noted a restlessness in the area of public acceptance of television programming. This is primarily because of a few advertisers who are abusing the privilege accorded them to put their message into America's living room. . . .

Broadcasters—station owners and network operators alike—are aware of this situation, as indicated by their development and acceptance of the NARTB code. But they have found that in daily practice they are pretty much at the mercy of the advertising men who handle their sponsored programs and that many of these advertising men are not sensitive to the public reaction to the way they are using their time on the air—sometimes by reason of content and at other times by reason of length of commercial. . . .

The threat to tv has reached a point that calls for a full realization on the part of advertisers that they must be just as alert as broadcasters to the protection of television as we know it today. . . . You [advertisers] can do more than we in this respect because, effective and helpful as the NARTB code is as a guide, it still is less effective than a sharp appreciation in the offices that prepare television commercials. . . .

Television has proven itself as the greatest mass mover of merchandise man has yet created.

There are those who would "milk" the audience acceptance through the violation of the spirit of the code, in the mistaken belief that they are selling more. Television offers to all manufacturers and retailers a great opportunity to display and sell their merchandise provided they don't become trespassers in the nation's living rooms as a result of unpalatable commercial techniques. . ."

NBC, Rapp Settle Suit

OUT-OF-COURT settlement has been made by NBC in the $1.25 million suit filed by Phil Rapp, creator-owner of "The Bickersons," radio-tv characters [B•T, Aug. 17]. Sum was not disclosed. The suit, charging unfair competition and plagiarism, involved the Eddie Foy Jr. sketches used last summer on NBC-TV's *Saturday Night Revue*, which Mr. Rapp claimed burlesqued and imitated his property. NBC, under terms of the settlement, has agreed not to use any material which might be interpreted as imitating Mr. Rapp's package, now being produced on tv film. Mr. Rapp Nov. 5 filed in New York Federal Court a two million-dollar infringement suit against CBS and Jackie Gleason, involving the latter's use of "The Honeymooners."

Coming this Winter to

ALBANY • TROY • SCHENECTADY

WTRI

TELEVISION

HIGHER POWER

WIDER COVERAGE

Well Worth Waiting For!

You can soon get LIVE CLEARANCE for your TV network programs in the nation's 27th retail market.

CHANNEL 35

Associated with WTRY (CBS)

ABC Western Div. Furthers Publicity-Promotion Split

Newly-announced shift in executive staffing is designed to further separate radio-tv functions of ABC's West Coast operation. Split will be on national and local levels.

ABC Western Division, which already has separated the radio and tv functions of the publicity-promotion department [B•T, Feb. 9] has further split those two departments on network and local levels, effective this week, according to Earl J. Hudson, ABC vice president in charge of the division.

Jon Wells Barkhurst, director of publicity-promotion for ABC Radio Western Division and KECA Los Angeles, now becomes director of radio publicity-promotion for the network. Stanton Kramer, director of publicity-promotion for ABC-TV Western Division and KECA-TV Los Angeles, is in the same post for the tv network.

Barkhurst Assistants

Assistants to Mr. Barkhurst are Thomas Wright, publicity, ABC Radio Western Division and KECA, and Virginia West, program operations department, KECA. Mr. Kramer's assistants are Gene Deporis, publicity, ABC-TV Western Division and KECA-TV, and Dan Baggott, Los Angeles newspaperman.

On the local level, John Asher, formerly director of advertising-promotion for Consolidated Television Sales, has joined KECA-TV as director of publicity-promotion, with Stafford Clark, publicity, ABC-TV Western Division and KECA-TV, his assistant.

Nell Cleary, publicity, ABC-AM Western Division and KECA, is now in charge of KECA publicity. Robert Harden, promotion, ABC-Radio Western Division and KECA, and Carroll McKenna, director of research, ABC-AM-TV Western Division and KECA-AM-TV, now handle KECA promotion. Annetta Kirby, office coordinator, ABC-Radio Western Division and KECA, assumes same duties with KECA. These four report directly to Amos Baron, KECA manager.

Networks Dispatch Staffs To Cover Bermuda Parleys

RADIO and television networks were staffed to give full coverage of the Big Three meeting that started Friday in Bermuda [B•T, Nov. 30]. Most of the network newsmen went to the islands early last week, with the final contingent leaving Friday morning.

The radio-tv list included the following newsmen and technicians:

ABC—Martin Agronsky.

CBS Radio—Eric Sevareid, George Herman, Lewis Shollenberger, Ted Church, Allan Jackson and Ed Morgan. CBS Television—Charles Von Fremd, Robert Hess and William Macy.

MBS—Everett Holles and Henry Gladstone.

NBC—John Krumplebeck, Roger Butterfield, Bob Blair, Jinx Falkenburg, Walter Godwin, Ray Scherer, Sanford Sheldon and John Langenegger.

Voice of America—Barooyr Zorthian.

German Radio—Peter von Zahn.

Italian Radio—Gianni Granzotto.

Oregon's only 50,000 watt station

NOW.. 24-HOUR SCHEDULE*

*Effective November 23, 1953
(Previous Schedule: 5:30 AM to 2 AM)

LATE NITE coverage throughout the WEST, CANADA & ALASKA

Mail Map of Response to KEX
11 PM to 2 AM 1952-1953

166 LETTERS from **ALASKA**

339 LETTERS from **Washington** (26 counties out of total 34)

1010 LETTERS from **PORTLAND** (Multnomah County, Oregon)

414 LETTERS from other OREGON counties (29 out of 36)

291 LETTERS from **CANADA** (British Columbia, Saskatchewan and Alberta)

591 LETTERS from **CALIF.** 134 Different Cities (47 counties out of 58)

42 LETTERS from
• HAWAII • MIDWAY • KOREA
• NEW ZEALAND • GUAM • AUSTRALIA
AND SHIPS AT SEA

52 LETTERS from other parts of the United States

For complete information on reaching this bonus late-listening audience, call Free & Peters or KEX Sales.

KEX PORTLAND
WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • WBZ-WBZA
KEX • WBZ-TV • WPTZ

National Representatives: Free & Peters, except for TV Stations; for TV: NBC Spot Sales

AT&T ADDS 19 IN NOVEMBER

Eighteen cities (19 stations) are given nationwide tv network facilities. AT&T also announces plans for Boston - Lewiston - Bangor link as well as additional channels between Albany and Buffalo.

ADDITION of 19 television stations in 18 cities to the Bell System's nationwide tv network facilities during November was announced last week by Ralph L. Helmreich, director of operations for the Long Lines Department of AT&T. Network service was said to be available to a total of 230 stations in 143 cities.

Stations added during November are: KCEN-TV Temple, Tex., KROC-TV Rochester, Minn., WHEC-TV and WVET-TV Rochester, N. Y., KTVQ(TV) Oklahoma City, KLZ-TV Denver, WJMR-TV New Orleans, WIS-TV Columbia, S.C., WNOW-TV York, WCIA-TV Champaign, Ill., KGTV(TV) Des Moines, WIBW-TV Topeka, WKJG-TV Ft. Wayne, KFDA-TV Amarillo, WSIX-TV Nashville, KCRI-TV Cedar Rapids, WIRK-TV West Palm Beach, WJBF-TV Augusta and WITV (TV) Ft. Lauderdale, Fla.

Mr. Helmreich also announced that the company has applied to FCC for authority to construct a second section of a new microwave route from Boston to Lewiston and Bangor, Me., and to provide additional tv channels between Albany and Buffalo, N.Y.

Programs to Lewiston, Bangor

Construction of the Boston-Lewiston-Bangor system will bring network programs to stations in Lewiston and Bangor by means of one northbound television channel.

Mr. Helmreich said that between Albany and Buffalo, the company plans to add one eastbound and one westbound tv channel to the existing Albany-Buffalo radio-relay route. Currently, two westbound channels are in operation and a third eastbound channel is under construction. The additional westbound channel, according to Mr. Helmreich, is needed to extend a third tv channel between New York and Cleveland.

The company ultimately plans to have four channels on the system, Mr. Helmreich said, with two in each direction to become part of a microwave route serving tv stations from New York to Chicago and back to New York via St. Louis and Washington.

Mr. Helmreich noted that during November the Atlanta-Jacksonville radio-relay system also had been placed in service. This route spans a distance of 298 miles, with 11 radio-relay stations having been built along the route.

Intermountain Directors

NEW DIRECTORS elected at a semi-annual stockholders meeting of Intermountain Network Inc. Nov. 20 in Salt Lake City included George McMillan, Sanford M. Stoddard, E. W. Campbell, who also was named secretary-treasurer, and Wilda Jean Hatch, who was elected vice president.

Re-elected were George C. Hatch, board chairman; Lynn L. Meyer, president, and Jack Paige, executive vice president.

Mr. Meyer, in his report to the board, said gross sales for the first 10 months of 1953 are up 18% over the same period last year and projections indicate sales by the end of the year will be up 22%.

KEY members officiating at the recent NBC Owned & Operated Stations Division's Promotion, Merchandising, and Publicity Clinic in New York are (l to r) Max Buck, WNBC-WNBT (TV) New York; Charles R. Denny, NBC O&O Division vice president, and H. W. Shepard, NBC Spot Sales, promotion and new business manager.

NBA Telecasts on DuMont, Podoloff Says Tv Boosts Gate

PRO basketball executives are "completely convinced" that telecasting their games increases their gate attendance, Maurice Podoloff, president of the National Basketball Assn., asserted last week.

In a statement released through the DuMont Tv Network, which will telecast NBA games on a network of some 50 stations each Saturday afternoon from Dec. 12 through March 13, Mr. Podoloff said the decision to go network followed "a careful study last year of tv influence in cities where pro basketball games were shown on a spot basis, locally." He continued:

"We are televising in the cities where we are playing, too. We know that the home tv pictures of the game will not destroy our audiences. In fact, it's just the opposite. Wherever we have televised locally in previous years we have had attendance go up at the same time.

"New York and Boston last year were the two places where we had the most frequent televising of pro basketball games. In these cities the game attendance went up about 55%. This gain can be traced directly to television. We don't think there were any other major factors. Television simply won over new fans. It convinced skeptics that the pros played a fast, hard and tricky game, fascinating to watch. And so the new fans flocked in and stayed in. We had a growing loyal audience.

"Here's another single illustration of tv's power. The Boston Celtics had been seen often on television, from Boston, by a wide public in the Providence area. We had built up a video following in Providence. So once last year on only 10 days' notice we took the New York Knicks and the Celtics into Providence, and we completely sold out the house. This remarkable showing in such a short advance publicity period was due almost completely to the build-up of television cage fans."

Noting that the DuMont telecasts will carry the games into a number of cities which have never seen pro basketball, Mr. Podoloff said: "That's going to whet a lot of appetites. Next year we will book exhibition games in a number of these new cities, we anticipate, and we'll have a lot of tv-created fans eager to see our players at first hand. We are convinced television will give us a great future."

'WORKER' TIME BID MAY GO BEFORE FCC

THE FREE-TIME round-robin of the networks appeared last week to be headed for the FCC as a spokesman for the communist *Daily Worker* said the newspaper intends to "fight it out" in its bid for free time to answer statements made by Sen. Joseph R. McCarthy in the speech he made in free time answering a free-time speech by former President Truman [B•T, Nov. 30, 23].

The *Daily Worker* spokesman told B•T that the paper definitely intends to go to FCC with its contention that it is entitled to be granted network time in which to reply to the Wisconsin senator. He said at least one network had definitely rejected the *Worker's* request and a check of all those to which it had been sent indicated that none had acquiesced.

ABC was reported to have told the *Worker* that it did not consider Sen. McCarthy's references to that newspaper to constitute an attack on it.

The *Worker* was understood to be basing its demand on a single reference in which Sen. McCarthy contended that Mr. Truman and the *Worker* agreed on the definition of "McCarthyism" . . . "word for word, comma for comma." Sen. McCarthy's demand for time was founded largely on the former President's use of the term "McCarthyism."

Mr. Truman spoke Nov. 16, 11-11:30 p.m., on the radio and tv networks of ABC, CBS and NBC, and on the Mutual radio network, while Sen. McCarthy spoke one week later at the same hour on the same networks.

ABC and Owned Tv Stations' Executives Meet in New York

TOP executives of ABC and the company's five owned television stations will meet in New York today (Monday) and tomorrow to plan operational patterns for 1954.

Sessions will be conducted by Robert E. Kintner, ABC president. Network officials expected to attend are: Robert H. O'Brien, executive vice president; Robert M. Weitman, vice president in charge of programming and talent; Ernest Lee Jahncke Jr., vice president and assistant to the president, and Frank Marx, vice president in charge of engineering and general services.

Also expected are George T. Shupert, vice president in charge of ABC film syndication; Alexander Stronach Jr., vice president in charge of the television network; Charles R. Abry, national director of television sales; Slocum Chapin, director of the television network, and William M. Materne, coordinator of owned radio and television stations.

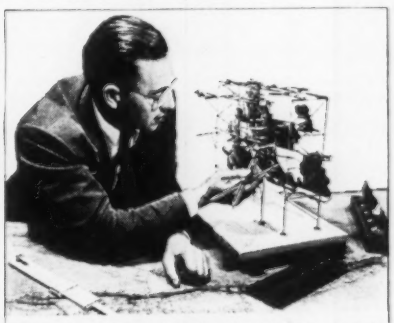
In attendance from the ABC-owned tv stations will be the following: Frank King, manager; Elton Rule, sales manager, and Robert Forward, program manager, of KECA-TV Hollywood; James H. Connolly, vice president in charge of San Francisco office; Vince Francis, manager, and William Hollenbeck, program manager, of KGO-TV San Francisco; Sterling C. Quinlan, general manager, Matthew Viet racker, treasurer, and James W. Beach, sales manager, of WBKB (TV) Chicago; James G. Riddell, president, and John Pival, manager of WXYZ-TV Detroit; John H. Mitchell, vice president and general manager, and Ardien B. Rodner, program manager, of WABC-TV New York.

Helping to keep Butte Hill the "richest hill on earth"!

This transparent model of a section of Butte Hill, permits Anaconda's geologists to visualize complete geological relationships in three dimensions, and thereby facilitates the plotting of underground workings and the planning of future operations.

GEOLOGICAL RESEARCH is an important part of Anaconda's development of its resources. At Butte, Montana, Anaconda's geologists, using the know-how of a half-century's experience, plus the newest in geological equipment, help to implement the Company's "ton-for-ton" development procedure, whereby for every ton of ore mined, another ton is proved to be available.

An example of the value of this geological research is the Greater Butte Project, Anaconda's development of Butte's



The construction and study of scale mine models such as this provide valuable geological information for mine development.

low-grade copper resources. Using large-scale "block-caving" mining methods, and relying on information obtained from precise geological mapping over many years, Anaconda is tapping a proved reserve of 2,600,000,000 pounds of copper, providing the United States with the equivalent of a whole new copper district. This operation is in *addition* to the continued mining of the individual high-grade veins in other parts of the Butte District.

Careful, scientific application of geology is an integral part of Anaconda's mining operations, not only at Butte, but at all of Anaconda's mines in the U. S., Mexico and South America. The resulting exploration and development work is in keeping with Anaconda's company-wide building and improvement program, now being brought toward completion at the Company's mines, mills and factories. This program is dedicated to one goal . . . more metals and better metal products.

53276A

ANACONDA

COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

'Kraft Theatre' in Color

NBC-TV's *Kraft Television Theatre* on Dec. 16 is slated to become the first dramatic show to be colorcast via the RCA compatible system, it was announced last week. This will add another "first" to the show's list. It is credited as the first full-hour live dramatic show, first commercial network show, first to be carried on the Midwest cable, and first to present two different full-hour live dramas weekly over two different networks. J. Walter Thompson Co., N. Y., is the agency handling the show for Kraft.

Court Declines Action To Halt Lewis' Expose

BROADCASTS reporting political and gambling conditions in St. Mary's County, Maryland, heard on the MBS Fulton Lewis jr. program, continued last week as an unsuccessful effort was made to obtain a court order halting the series.

Judge Richmond B. Keech of the U. S. District Court, D. C., denied a petition filed on behalf of Abe Weiner of Lexington Park, Md., St. Mary's school board member, claiming the broadcasts are an invasion of his right of privacy and that recorded material used by Mr. Lewis was obtained by subterfuge.

The petition was denied at approximately 6:55 p.m. Monday. Within 10 minutes Mr. Lewis gave a complete report of the argument. Irving R. M. Panzer argued the petition on behalf of Mr. Weiner with Roger Robb representing Mr. Lewis.

WPTX Lexington Park, which is carrying the series, offered time to Mr. Weiner; his cousin, Joe Weiner, St. Mary's political figure, and Gov. Theodore R. McKeldin of Maryland.

According to Mr. Lewis, Abe Weiner made threats to John M. Naylor, WPTX manager, claiming he would get advertisers to cancel their contracts. The station management indicated last week that one contract had been cancelled but was unable to say whether it was the result of any coercive action.

In denying the injunction request, Judge Keech said he felt the court had no right to anticipate material in the broadcasts or enjoin a libel in advance. He said the plaintiff must resort to a suit for damages.

Mr. Panzer contended on behalf of Mr. Weiner that the recordings are believed to have been edited to distort true conversations and to give a false picture of what occurred. Broadcasts of recorded excerpts, he continued, invade the plaintiff's right of privacy. He asked an injunction to prevent broadcast of recorded material or the substance of recordings.

KISJ (TV), KGLO-TV Sign For CBS-TV Affiliation

KISJ (TV) Pocatello, Idaho, and KGLO-TV Mason City, Iowa, have signed affiliation agreements with CBS-TV, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week.

KISJ (ch. 6), which is owned and operated by the Tribune-Journal Publishing Co., with Robert S. Howard as general manager, became a primary, non-interconnected affiliate last Wednesday. KGLO-TV (ch. 6), which is owned and operated by Lee Radio Inc., with Herbert R. Ohrt as general manager, will become a primary, non-interconnected affiliate on or about May 1, 1954.

BRITISH COMMERCIAL TV LOOKS BETTER

Second report from London by former Katz agencyman T. E. Kruglak indicates agencies have a rosier view of British commercial tv than at first. Some persuaders: half-hour shopping shows and commercials between drama acts.

ADVERTISING agencies and advertisers are a little happier today with the form commercial tv will take if the Conservative Government keeps its representatives in line in the House of Commons long enough to force through the motion for an alternative service to BBC. Although the original reaction of the Incorporated Society of British Advertisers and the Institute of Incorporated Practitioners on Advertising was lukewarm, individual members now see the commercial aspects as a little closer to the American system.

ENGLAND

The Government already has indicated that shopping programs up to a half-hour in duration will be permitted, all-commercial in nature; and that the commercial preceding and following programs may be modified where a drama is presented in several acts. In this event, it may be possible to carry a commercial between acts.

To an American observer, the difference between this and the middle commercial the critics have been railing against as an "American depravity" is purely a question of definition.

As could be expected, the rush for licenses to operate stations has abated in favor of the more lucrative prospect of nailing down time franchises for the production of programs and the sale of advertising adjacencies. British tv looms up as the package producer's paradise, and the operation of the station is a mere technical phase to be done by a public corporation.

House of Lords Debate

The House of Lords debate on the anti-commercial tv resolution bore out this observer's prediction that the Conservative Party would have difficulty keeping its members in line. Although the resolution was defeated, 20 Conservative peers voted in favor and 50 abstained, despite the use of what the British call "two whips."

The forthcoming debate in the House of Commons will find the Churchill forces prepared to jam through the commercial tv. Realizing the dangers of a "free vote" in which Conservatives can vote against the Government, the party leaders will present the resolution on a purely party basis.

Some Conservative members still are fighting for a free vote to avoid the possibility of bringing down the Government—a danger which may exist if the present anti-Churchill feeling within the Conservative Party continues to grow.

Another development is the confirmation of rumors that the big British newspapers want to get into the tv act. Lord Layton of the powerful *News-Chronicle* group admitted that his paper as well as other national newspapers had applied for licenses on the theory that with commercial tv in action, the newspapers would certainly not get more advertising—and they might get a lot less.

The advertisers seem happy about the separation of commercial tv functions, and the non-responsibility of the advertiser in program production. The Incorporated Society of British Advertisers and the Institute of Incorporated Practitioners in Advertising in a joint statement pointed out: "It was the published view that whilst neither organization possessed any mandate to press for television advertising, they believe that if an alternative television were to find favour with the public and with advertisers, it should be based on a system by which the programs and the building-up of audiences should be the responsibility of the stations and not the advertisers."

The Popular Television Assn., the pro-commercial tv organization headed by the Earl of Derby, is continuing its efforts to get public opinion behind the Conservative Party motion.

Opponents of commercial tv may take some comfort from Lord Salisbury's speech in the House of Lords. As spokesman for the Government, he pointed out that the Government "has pledged its word against sponsoring and nothing will change its mind on the subject." But the difference between sponsorship and the commercial interpolations proposed by the Post-Master General is the difference between what the British call a "disturbance" and what we call "revolution."

CFPL-TV on Air

CFPL-TV London, Ont., went on the air at 6:30 p.m. Nov. 28 with a regular daily commercial programming schedule, the second Canadian independent tv station, and the fifth Canadian tv station on the air. CFPL-TV is on ch. 10, and is owned by the daily *London Free Press* and CFPL-AM-FM.

Collins Radio in Ottawa

ORGANIZATION of Collins Radio Co. of Canada Ltd. with offices at 74 Sparks St., Ottawa, was announced last week.

The new firm is a wholly owned Canadian subsidiary of Collins Radio Co., Cedar Rapids, which designs and manufactures communications and navigation equipment. The subsidiary will work with Canadian defense production officials and also will promote the sale of Collins commercial equipment in Canada by working with the parent company's three Canadian distributors—Canadian Aviation Electronics Ltd., Montreal; Technical Enterprises Ltd., Toronto, and Airtronic Agencies Ltd., Vancouver. W. S. Kendall, former sales manager, Marshall-Wells Co., Winnipeg, is new subsidiary's resident manager.

CANADA

Two Tv's Early in '54

CKCO-TV Kitchener (ch. 13) and CFCM-TV Quebec (ch. 4) will be on the air early in 1954, according to E. E. Fitzgibbons of Famous Players Canadian Corp., Toronto, one of the principal shareholders.

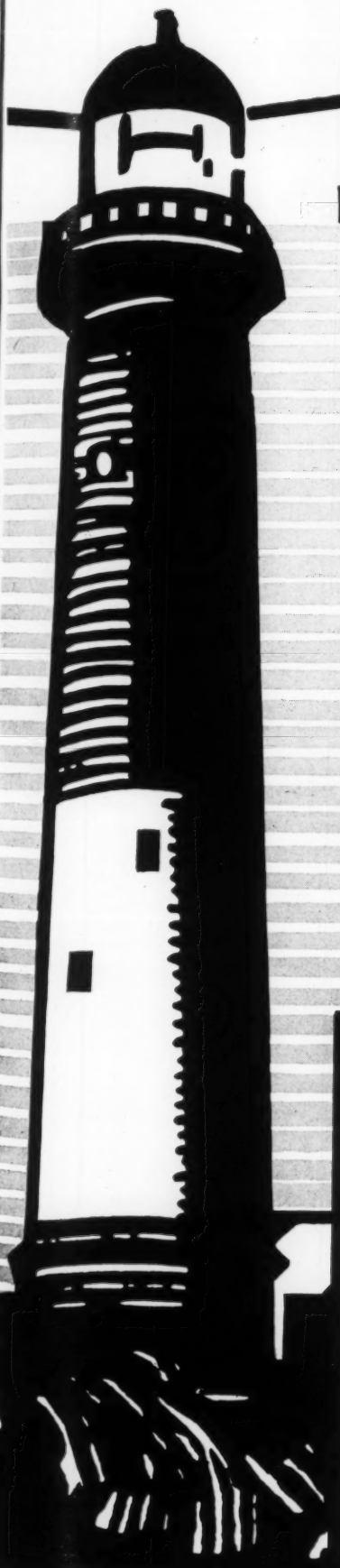
CANADA

New Canadian Stations

CKGO is the call of a new 250-w station on 1240 kc at Eastview, Ont., suburb of Ottawa. CKTR is a new 1-kw outlet on 1350 kc at Three Rivers, Que. Both stations and CFJB Brampton, Ont., will be represented nationally by Radio & Television Sales Inc., Toronto and Montreal. CFJB is expected to be on the air by Dec. 10.

CANADA

SCRIPPS-HOWARD RADIO INC.



PROUDLY ANNOUNCES

WCPO-TV

CINCINNATI, OHIO

and

WNOX

Knoxville, Tenn.

DUO WINNERS OF THE . . .

NATIONAL SAFETY COUNCIL'S
1952-53 PUBLIC INTEREST
AWARD

for exceptional service to
FARM SAFETY

Television Award to WCPO-TV – Radio Award to WNOX

SCRIPPS-HOWARD RADIO, INC.

PHILCO DEVELOPS NEW TRANSISTOR

DEVELOPMENT of a new type transistor which, it is held, outperforms all transistors currently in use for both military and civilian equipment, was to be announced today by Philco Corp.

The new "surface barrier" transistor, according to Leslie J. Woods, vice president and director of Philco research and engineering, "operates at high frequencies and with low power consumption-requirements which have limited the use of transistors up to this time to hearing aids and devices were stability is relatively unimportant. The surface barrier transistor is the most important advance in electronics since discovery of the point contact transistor; it opens up an entirely new realm for transistors in both military and civilian applications." The surface barrier transistor was announced to the Franklin Institute in Philadelphia at a meeting attended by members of the institute. Mr. Woods said the new type transistor is the result of scientific research and team work in the Philco research laboratory lead by William E. Bradley, technical director, and William H. Forster, research coordinator.

The surface barrier transistor is of unique construction and unprecedented performance, Mr. Woods said. It has operating characteristics which make possible its use at frequencies 10 to 100 times as high as obtainable with the older alloy junction transistors. "The new unit operates with such economy of power consumption that for the first time the portable military communication receiver operating on very high frequency channels can be powered solely by two flashlight cells." The receiver can be made as small as a pack of cigarettes and has an operating life of many weeks.

Behind the surface barrier transistor is a new method of processing germanium which gives promise of transistor mass production because the method may be precisely controlled, Mr. Woods said. Inability to control production methods has been a limiting factor in the production of transistors, he added.

Problem Solver

David B. Smith, Philco vice president of research, said the new surface barrier transistor solves many of the problems which have plagued transistor development and held back their use in military and commercial equipment. This new type transistor, Mr. Smith added, is "in our opinion but the beginning of a whole family of transistors based on this principle."

At the Philadelphia Institute of Radio Engineers dinner meeting, speeches were given by William E. Bradley, technical director of research, Philco, on the basic principle and construction of the surface barrier transistor. William H. Foster, coordinator of transistor research, discussed the scientific explanation of the transistor. Dr. James Angell, project engineer in the transistor circuit section, spoke on electronic circuits.

RCA Dedicates New Plant

DAY-LONG ceremonies attended dedication of RCA Victor Division's Moorestown engineering plant near Camden, N. J., Saturday. The plant will make radar-type equipment for the Armed Forces.

Company officials participating included L. W. Teegarden, RCA executive vice president; Charles M. Odorizzi, RCA Victor operating vice president; W. Walter Watts, RCA technical products vice president, and Theodore A. Smith, RCA engineering products vice president.

Transmitting Equipment

SHIPMENTS

Station	Power	band	use
Gates Radio Co.			
WNXT Portsmouth, Ohio	5 kw	am	power increase
. . . LaPrairie, Que.	5 kw	am	new station
KSIS Sedalia, Mo.	1 kw	am	new station
CHRL Roberval, Que.	1 kw	am	power increase
Radio Corp. of America			
KID-TV Idaho Falls, Idaho	25 kw	tv (ch. 3)	new station
WCSH-TV Portland, Me.	25 kw	tv (ch. 6)	new station
KOA-TV Denver, Colo.	25 kw	tv (ch. 4)	new station
WJDT(TV) Jackson, Miss.	25 kw	tv (ch. 3)	new station

ORDERS

Allen B. DuMont Labs.			
KULA-TV Honolulu, T.H.	25 kw	tv (ch. 4)	new station
KFBC-TV Cheyenne, Wyo.	25 kw	tv (ch. 5)	new station
WNHC-TV New Haven, Conn.	5 kw	tv (ch. 6)	replacement
WPTV (TV) Ashland, Ky.	5 kw	tv (ch. 59)	new station
WFMZ-TV Allentown, Pa.	5 kw	tv (ch. 67)	new station
WNEM-TV Bay City, Mich.	5 kw	tv (ch. 5)	new station

OTHER SHIPMENTS: Television microwave relay units (7000 mc) were made last week by Raytheon Manufacturing Co. to: KACY (TV) Festus, Mo. (ch. 14); WCAH-TV Chambersburg, Pa. (ch. 46); KFBC-TV Cheyenne, Wyo. (ch. 5), and WSAV-TV Harrisonburg, Va. (ch. 3). Additional units were sent to: Fort Monmouth, N. J., for government training; Nippon-Kikai, Tokyo, and WKAQ-TV San Juan, P. R.

AT&T to Begin Laying Trans-Atlantic Cable

TRANS-ATLANTIC cable facilities supplementing present overseas broadcast program service will be supplied by the first telephone cable system across that ocean, AT&T announced Tuesday. The cable will be owned jointly by AT&T, British Post Office and Canadian Overseas Telecommunication Corp.

Development of the cable has been underway 25 years. The project will cost $30 million and take three years to complete. It will triple present circuit capacity to Great Britain. The ocean part of the system will be 2,000 nautical miles long, running from Newfoundland to Scotland. Over 100 underwater repeaters, in development many years, will be installed. Voice currents will travel along coaxial conductors.

Bandwidth of the cable is 180 kc—far below the 4.5 mc required for full-width video signals and much below the 2.7 mc used on coaxial cables for intercity tv connections.

The Bell System opened a single radiotelephone circuit from New York to London in 1927. Traffic grew from 2,500 calls the first year to 75,000 in 1952.

GE Tube Dept. Reports New Vhf Tetrode in Making

NEW vhf tv tetrode with a gain in excess of 10 kw and a power output of 25 kw is now in production at the Schenectady tube plant of the General Electric Tube Dept. In making the announcement, Grady L. Roark, manager of marketing for the Tube Dept., said that the new tube (GL-6251) is the most powerful transmitting tube able to operate in all vhf channels. Maximum ratings apply up to 20 mc.

Since only 5 kw are needed to drive a pair of tubes, Mr. Roark pointed out that low-power stations now on the air can increase signal strength to top levels at moderate cost by adding two of them in an amplifier stage. New transmitters may incorporate the tubes for a maximum antenna input power of 50 kw, he added.

WMAL Builds Studios At American U.

RADIO-TELEVISION center will be built at American U., Washington, by Evening Star Broadcasting Co. (WMAL-AM-TV) for use in communications research, production and research, with primary emphasis on instruction of the university's radio and television students.

Ground was broken Wednesday by Samuel H. Kauffmann, president of the Star and the broadcast stations. The $250,000 structure is to be completed within four months. American U. has more than 200 radio and tv students with classes conducted in the WMAL-TV studios at 4461 Connecticut Ave.

Facilities will include film and recording equipment, one of the capital's largest studios,

GROUND WAS BROKEN Wednesday on American U. campus by WMAL-AM-TV Washington for station-financed radio-tv center. Taking part in ceremony (l to r): Robert V. Fletcher, chairman of American U. trustees; Samuel H. Kauffmann, president of Evening Star Broadcasting Co., and Dr. Hurst R. Anderson, university president.

workshop section, smaller studios, control rooms and meeting rooms. The two-story plant will be of modern design with limestone exterior.

Kenneth H. Berkeley, vice president-general manager of WMAL-AM-TV, said the building will be the first of its kind in the Washington area and one of the first in the country. The WMAL-TV transmitter and antenna are located on the American U. campus.

Second Educ. Tv Outlet, KTHE, Dedicated in L. A.

DEDICATION ceremonies last week for KTHE (TV) Los Angeles on uhf ch. 28 marked the operational start of the second educational tv station in the U. S. Built and furnished by the Hancock Foundation, the uhf station is open to all groups on a noncommercial basis, according to U. of Southern California officials. Offices and studios of KTHE are on the university campus.

At a dinner preceding dedication ceremonies, FCC Comr. Frieda Hennock termed the new station, "The Schoolhouse of the Air." Other speakers included Dr. Franklin Dunham, chief of educational tv and radio, U. S. Office of Education; Dr. Edgar Fuller, chairman, Joint Committee for Educational Tv, and James Francis Cardinal McIntyre, archbishop of Los Angeles.

'Propaganda' Label Pinned To Educ. Tv Foundations

California subcommittee hears charges some groups would 'flood' homes and classes with detrimental material.

THE FORD and Rosenberg foundations were listed "among the worst" offenders in the "powerful foundation groups ready to flood American homes and classrooms" with propaganda detrimental to the nation's welfare by one member of a State Assembly subcommittee on educational television meeting in Los Angeles Wednesday.

Further objection to educational tv as a "transmission belt for propaganda," was made by Nancy D. Applewhite, Pasadena teacher for several decades.

Headed by Los Angeles Assemblyman John L. E. Collier, chairman, the group met to discuss the state's participation in the public school system's use of tv education.

Calling televised education a better teaching tool as "it will certainly give the teacher an adequate break with the space pirates, gangster and other undesirable features of some commercial television," Mrs. Wilson S. Hines, Pasadena Council of Parents & Teachers' tv chairman, added, "the possibilities for adults also are unlimited."

Maurice G. Blair, associated superintendent of the Los Angeles city school district, in discussing the techniques and possibilities, hit back at critics who label educational tv as potentially subversive, by declaring it is sponsored by "worthy, intelligent, loyal and patriotic American citizens."

Denunciation of "all Communists, fellow travelers, bleeding hearts, left wingers and sympathizers" who might control televised education was issued by Eugene F. Burge, past chairman of the American Legion's Un-American Activities Committee for Southern California.

The afternoon session was closed following the testimony of Calvin J. Smith, general manager of KFAC Los Angeles, who endorsed the development of educational tv, but criticized educators for limiting its program scope to children.

Hennock Criticizes Video Horror Shows

THE TELEVISION industry was chided for too many murder and horror programs and advised to sit down and take stock of itself by FCC Comr. Frieda B. Hennock, in Los Angeles to address the National Council of Teachers of English [AT DEADLINE, Nov. 30] and also participate in the dedication ceremonies for uhf educational station KTHE(TV) on Nov. 29 (see story opposite page).

"It's alarming to me as a public servant to contemplate what some of the programs on the air must be doing to the minds of our young people," she said at a press conference. "These producers know what they're doing. They know right from wrong."

Miss Hennock also took parents to task for permitting their children to see such shows.

To a question on the NARTB's "moral code," she commented "it seems to me too much attention was given to low neck lines and not enough to the effect a continual diet of crime and violence will have on our young people. They should take that code and see how many hours are devoted to material unfit for juvenile audiences."

KFYO

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EFFECTIVE

December 1, 1953

790 Kilocycles

5,000 Watts Day - 1,000 Watts Night

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SYLVANIA '53 TV AWARDS ANNOUNCED BY JUDGING GROUP AT NEW YORK DINNER

Declining to make a Grand Award this year because tv standards are higher than in 1952, the committee of judges praises tv's maturity and network news coverage, but criticizes educational efforts, commercials, lack of new ideas, set designs, children's shows and films' recorded laughter.

PRESENTATION of the Sylvania Television Awards for 1953 to "honor those who are advancing creative television technique" was made by the committee of judges at an award announcement dinner at the Hotel Pierre in New York last Tuesday.

The committee decided not to single out any program for the Grand Award, explaining it felt the "general level of standards is now so much higher that the discriminating viewer no longer need search diligently to find good entertainment or worthwhile informative fare." The committee concluded it could not "in all conscience choose one program as better than all the others." Last year the Sylvania Grand Award went to NBC-TV's *Victory at Sea*.

FOR THEIR news coverage of Queen Elizabeth's Coronation, ABC-TV, CBC and BBC receive 1953 Sylvania Tv Awards. Figuring in presentations are (l to r): Davidson Dunton, general manager, CBC; F. Basil Thornton, BBC North American representative; Deems Taylor, chairman of the Awards Committee; Alexander Stronach Jr., vice president in charge of ABC-TV; Don G. Mitchell, Sylvania Electric Products Inc. board chairman, who presided at the awards announcement dinner, and John Madigan, ABC-TV manager of special events.

In its summation, titled "What the Committee of Judges Thinks About Television," the group offered the following observations:

(1) Signs of tv's maturity can be seen in development within the medium itself of producers, writers, directors and actors, in contrast to the past when it tapped the talent of other media.

(2) Significant news coverage has continued to be presented by the networks, notably the inauguration, the coronation and atom bomb tests presentations.

(3) Although television has made a well-intentioned effort to raise the cultural and educational level of the public by its programming, the production techniques "in too many cases fall far short of good intent." In dealing with science, medicine, the arts and social problems of the day, a lack of imagination of presentation is apparent in television. The best television shows appear to come from the local tv stations, rather than the networks.

(4) Lack of quality and persuasiveness of tv commercials prompted the committee not to choose an outstanding tv commercial this year. Repetition and increased volume of sound make "most commercials downright obnoxious."

(5) There is "a definite void, a lack of fresh approach, the new outlook throughout most of television today." Programs follow "tried and proven formulas in the majority of instances," with a new and successful idea "immediately copied and imitated with monotonous similarity."

(6) Scenic design in television is "too much of a good thing," with the tv screen "too small for the elaborate setting now employed by many programs." Television design instead should stress simplicity.

(7) Children's programs, with few notable exceptions, still leave much to be desired, with slapstick humor, absurdities of speech, dress and situation predominating such programs.

(8) The great number of television shows on film display "one deplorable technique"—the use of recorded laughter in "an obvious effort to spark a similar reaction from the home audience." The committee is "strongly opposed to the patent insincerity of such a production crutch."

The committee of judges was headed by Deems Taylor.

Presiding at the dinner and presenting the awards to the winners was Don G. Mitchell, chairman of the board of Sylvania Electric Products Inc. Outlining the reasons for Sylvania's sponsorship of the awards, Mr. Mitchell declared:

"As manufacturers of television receivers, we at Sylvania feel that our responsibility to the purchaser extends further than just making certain that he gets a quality set. We have a definite interest in seeing to it that the programs which will be seen on that set are suitable for presentation as family entertainment in the home.

"For this reason, we have brought together, for the third time, a group of public spirited citizens who are acknowledged leaders in their various fields. We place no restrictions on our committee of judges. They are granted complete freedom in expressing their collective opinion of television's strong points and weaknesses as well as in the selection of those persons and programs they feel worthy of recognition. It is our belief that by doing this Sylvania makes a positive contribution to the improvement of television programs."

In attendance at the dinner were more than 300 guests, including Sylvania officials, leaders of the broadcast and advertising industries and members of the press.

Sylvania Award Winners

Winners in the various classifications were as follows:

"For Timely News Coverage": The Coronation, with awards to ABC-TV, BBC and CBC.

"For the outstanding panel show": *What's My Line?*, with awards to Goodson-Todman Productions, Jules Montenier Inc.; Remington Rand Inc. and CBS-TV; certificates of merit to Franklin Heller, director; John Daly, moderator; Dorothy Kilgallen, Arlene Francis, Bennett Cerf and Steve Allen, panelists; and Earle Ludgin & Co. and Young & Rubicam Inc.

"For outstanding achievement in a field of juvenile education that hitherto has been overlooked": *Ding Dong School*, with awards to Dr. Frances Horwich, program conductor; General Mills Inc., WNBQ (TV) Chicago and NBC-TV; certificates of merit to Judith Waller, producer; George Heinemann, creator; Reinald Werrenrath Jr., director, and Tatham-Laird Inc.

"For the most versatile outstanding variety performer of the year": Donald O'Connor, on *Colgate-Comedy Hour*, with awards to Mr. O'Connor, Colgate-Palmolive Co. and NBC-TV; certificates of merit to Sam Fuller, executive producer; Ernest Glucksman, producer-director, and Ted Bates & Co.

"For the most outstanding new television series": *Person to Person*, with awards to Edward R. Murrow, producer and moderator; American Oil Co., Theo. Hamm Brewing Co. and CBS-TV; certificates of merit to John Aaron, producer, Jesse Zousmer, producer; Franklin Schaffner, producer; The Joseph Katz Co. and Campbell-Mithun Inc.

"For the outstanding local education program": *Shakespeare on Tv*, with awards to Dr. Frank C. Baxter, moderator, and KNXT (TV) Los Angeles; certificates of merit to Dean Carl Hancey, U. of Southern California; James Aubrey Jr., general manager, KNXT (TV), and William Whitley, producer.

"For the outstanding comedy series of the year": *Make Room for Daddy*, featuring Danny Thomas, with awards to Mr. Thomas, American Tobacco Co., Speidel Co. and ABC-TV; certificates of merit to Jean Hagen, actress; Lou Edelman, producer; William Asher, director; Melville Shavelson, Alan Lipscott and Bob Fisher, writers; BBDO and Sullivan, Stauffer, Colwell & Bayles.

"For the most outstanding television actor of the year": Rod Steiger, with the award to Mr. Steiger.

"For the best script written directly for television": *Marty*, with the award to Paddy Chayefsky, writer; certificates of merit to Fred Coe, producer; Goodyear Tire & Rubber Co., Philco Corp., Young & Rubicam and Hutchins Adv. Co.

"For the outstanding program as a public service": *American Forum of the Air*, with awards to Theodore Granik, producer, and NBC-TV; certificates of merit to Heyward L. Siddons, director, and Frank Blair, moderator.

"For the outstanding law enforcement documentary series": *Dragnet*, with awards to Jack Webb, creator, star and director; Liggett & Myers Tobacco Co. and NBC-TV; with certificates of merit to Stanley Meyer, executive producer; Michael Meshekoff, producer; Chief William H. Parker, Los Angeles Police Dept., and Cunningham & Walsh.

"For the best written adaptation for television": *Appointment in Samara*, with award to Irving Gaynor Neiman, writer; certificates of merit to Robert Montgomery, producer; American Tobacco Co., S. C. Johnson & Son Inc., BBDO and Needham, Louis & Brorby.

"For their outstanding work on the Ford 50th anniversary show": Leland Hayward, Clark Jones and Jerome Robbins with awards for their services as producer, director and choreographer respectively.

"For outstanding individual variety performance on the Ford show": Mary Martin, with award to Miss Martin and certificates of merit to Don Pardo, narrator; Helen Claire, narrator, and Lois Long, writer.

"For outstanding contribution to the advancement of creative television technique": The TV-Radio Workshop of the Ford Foundation, with an award to the workshop and certificate of merit to Robert Saudek, director of the workshop.

BROADCASTING
TELECASTING

features

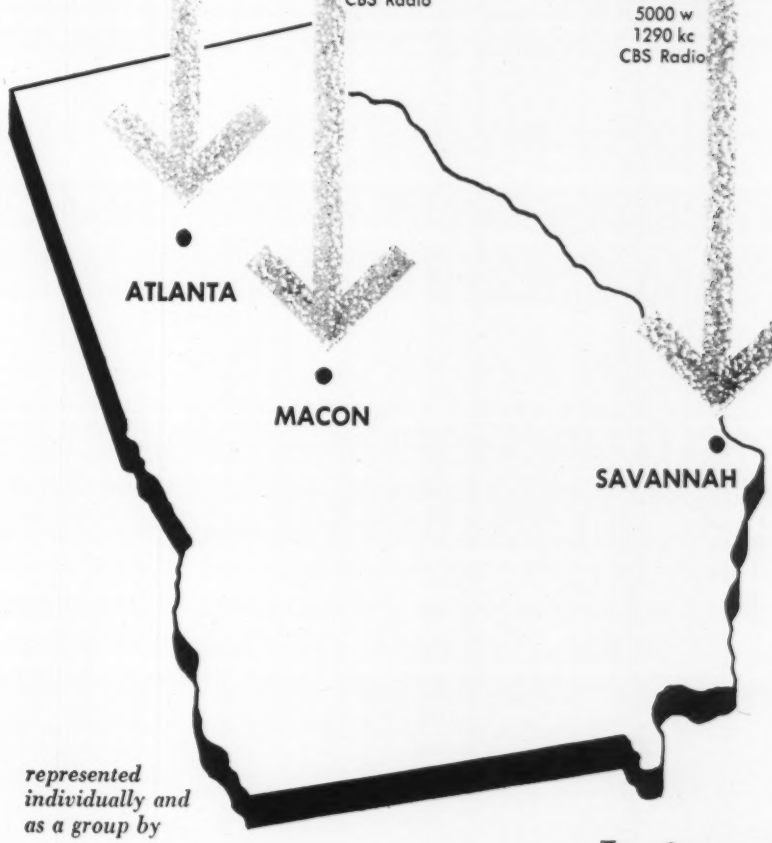
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio



The **TRIO** *offers advertisers at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

"WEEKEND"

Nothing like it ever before and it's getting big audiences, great reviews. "Weekend," radio's only "Sunday Newspaper of the Air," has an *all*-family appeal—news, features, reviews and music. Two hours of wonderful listening, two hours of wonderful selling. And a one-minute participation costs you only $2,250.

THE "THREE" PLAN

You get saturation of your market for as low as $2,025 per participation. "Three" offers you three or more one-minute sales messages morning, noon and night on three Monday-Friday strips. *Second Chance*, 11:45-12 Noon, *It Pays to Be Married*, 5:45-6:00 PM, and *Fibber McGee and Molly*, 10:00-10:15 PM.

Reach more wigwams for much less wampum

Smart bucks are going on NBC Radio. Now you can buy full network one-minute participations at the lowest prices we have ever offered, in NBC Radio's new sales plans, "Weekend" and The "Three" Plan. Each is tailor-made to get your sales messages into more homes for less dollars. Naturally, the best availabilities will be the first to go.* To learn how these plans can be adapted to your budget and marketing needs, get in touch with your NBC Radio salesman today.

Headquarters for new ideas NBC RADIO

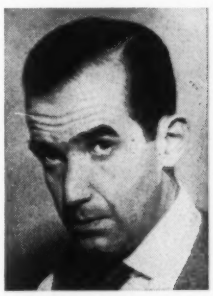
features

- Fairfax Cone picks 10 tv commercials he wishes Foote, Cone & Belding had made. Page 90.
- How radio made S.S.S. the biggest selling liquid tonic in America. Page 94.
- Korean lesson: How not to cover a war. Page 97.

The Press in Today's Society

On the Nov. 30 broadcast of his CBS Radio program (Mon.-Fri., 7:45-8 p.m.) Edward R. Murrow commented on the New York newspaper strike. B•T's editors think his script is worth saving.

THERE is still no settlement in the New York newspaper strike. . . . In New York subways and buses most people have nowhere to hide, unless they have bought a magazine. It is a case of unusual exposure for the faces of commuting New Yorkers.



MR. MURROW

This is an appropriate time to reflect upon the continuing phenomenon of the daily newspaper. There was a time, about 20 years ago, when certain enthusiastic persons — with more enthusiasm than judgment — thought radio news would kill them off. A city without newspapers serves to remind everyone that press, radio and television are basically complementary. But the newspaper is more tangible. Have regard for the disappointment of those who are denied pictures of the latest murder or investigation; for the disappointment of those who are not informed as to who was born and who died; what well known business man dined with what attractive blond at what well known bistro. Consider the bitterness in the heart of the hostess whose party didn't get into print. Pity the faithful reader who cannot read his favorite column, and is therefore denied support and sustenance for his favorite prejudice. Spare a thought for those long, turgid editorials chock-full of phrases that have long since lost their cutting edge.

And do not disregard the secondary uses of the newspaper. What else is so suitable for lining the garbage pail, or to light a fire in the grate or stove? And what of the unfortunates who wrap newspapers in a triple layer under their jackets, or spread the magazine sections between mattress and springs? There's warmth and protection there; and no radio or television station can make this claim. And did you ever try to pack china or glassware without newspapers?

But a newspaper is like your youth—never appreciated till it's gone. It is essential even for those who deal in radio and television news to be able to read, even though at times they may have difficulty reading their own copy aloud.

This reporter pretends to no considerable knowledge of newspapers, although his record as a customer and reader in several countries would add up to a tidy sum, both in money and time. I would suppose that the main thing wrong with newspapers in this country is that there aren't enough of them, and that the editors have in many cases assigned too much of their responsibility to the syndicated columns.

It is not as great a calamity for a community to be without newspapers as it was before the advent of radio and television. But a community must commune, and newspapers are a mainstay of communication. Without press or radio, a community would be stunned as by a stroke of paralysis. With the press silent, the paralysis is only partial. But in free countries newspapers are something more than mere communicators. They are an essential part of the community's freedom. They are an essential part of its spirit and health. So a community without newspapers or with censored newspapers is less than free. This is an old story to us, and there was probably a time when the press was more powerful than it now is. We still talk, and rightly, about the freedom of the press as one of the foundations of our national life. But it is well to remember that freedom through the press is the thing that comes first.

This reporter is uninformed as to who is right and who is wrong in this controversy between publishers and employes here in New York City. But the absence of newspapers brings forcibly to mind considerations other than the absence of the comics, the columns, the cartoons and the long and informative dispatches containing intelligence from various points at home and abroad.

I would suppose that there are good newspapers and bad ones. Some contain more news than others. Most of us have our favorites and are prepared to defend them. Some are altogether predictable in editorial policy and in presentation of the news. But most of us—disregarding the secondary uses of newspapers—probably feel that we couldn't be free without the newspapers, and that is the real reason we want the newspapers to be free. Even in a controlled society, where every effort is made to make people think the same thing at the same time, there must be newspapers. How much more important are they to us where diversity, dissent, disclosure and information may color the white space of newsprint.

10 Tv Commercials I Wish We Had Made

By Fairfax M. Cone

This article is an adaptation of a speech, accompanied by a film demonstration, that Mr. Cone, president of Foote, Cone & Belding, made before the Eastern Annual Conference of the American Assn. of Advertising Agencies, Nov. 24. B•T's editors thought it was such a realistic appraisal of commercial quality that it deserved fuller space than was available in B•T's news coverage last week.

IN presenting these ten television commercials that I would like very much to have made, I want to begin by restating a firm conviction: I believe that good television commercials represent the fulfillment of advertising's greatest opportunity.

If we take it—as I do—that there would be no advertising if there were personal salesmen enough to go around and if the products in question could support them, then advertising at its best is only a substitute. The task before all of us, always, is to bring this substitution of salesmanship in print and over the air, as close as we can to salesmanship in person.

Through the years there have been developed some highly rewarding techniques and some truly remarkable means.

Here, in America, we have the national magazine that affords individual family coverage of as many as five million families for less than a third of the cost of sending each a two-cent post card. The huge Sunday supplements delivered by newspapers reach even more families at even lower unit cost. And then there is the newspaper itself, the marvel of penetration. There is an enormous outdoor and transit advertising opportunity.

And for more than 30 years we have been developing the broadest and the cheapest of all family coverage in radio.

Each of these has brought out of our opportunity and out of our imagination, better and better ways to help make sales cheaply and profitably. Nevertheless, no one that I know has ever been wholly satisfied within the confines of any of our media nor with the limitations of any one of our techniques.

Advertising in magazines and newspapers always has presented the limitations of space. You can't have a dramatic picture of a boy eating a piece of pie, *and* a huge mouth-watering photograph of the rest of the pie from which the boy's piece was cut, *and* a recipe for making the pie, *and* a striking illustration of your product that makes the pie look and taste so good, *and* the several convincing reasons why—*all* the way you want them in any affordable space unit that I know.

You have always to choose which way to go, what to put in and what to leave out. And, either way, a good deal of printed advertising—perhaps the greatest proportion—seems to me to be something less than wholly satisfactory. Radio, for perfectly

MR. CONE

obvious reasons, is still more limiting. And here I shall make only one observation.

In print, given adequate space, you *can*, often, approximate a demonstration. You *can* picture the pie or the boy's satisfaction in eating it. In radio you can only *talk* about either one. You can't *show* anything.

Fortunately, none of these limitations has kept advertising either in magazines and newspapers—or over the radio—from being the key to an economy that brings all things to almost all people.

My point is only that there *have* been limitations and that television removes all but three: You can't actually feel the products advertised; you can't taste them; and you can't smell them—even when this might be highly desirable.

But you *can* see them in use—*in action*—and since the picture on the screen is your total tv experience at any given second, you *can* have your boy eating pie, *and* the pie, *and* the recipe, *and* the package, each in maximum display and accompanied by the strongest selling arguments you can devise.

The commercials that I shall talk about seem to me to have been made with a high level of imagination blended with sharp selling sense.

These certainly are not the only good commercials on television, nor are they my choice of the best.

For one thing, my own company makes some that I think are pretty good. More important, however, is the fact that I can't possibly have seen more than a fraction of the year's production. However, I have seen the big shows and presumably the more ambitious commercials; and I would be happy indeed to have these to my credit.

All ten sell as hard as their ten different subjects allow. Nine of the ten are based upon demonstration (the single exception deals with a subject that I think is not demonstrable). Each is, to me at least, thoroughly entertaining—by which I mean the exact opposite of boring. Each was carefully done. And eight of the ten are even beautifully done.

Three were done live; seven were on film. Six are photographic and realistic. Two combine photography and animation. And two use straight animation.

The first commercial is for Kent cigarettes, the second for Ford motor cars; then, in order, Beautyrest mattresses, Johnson's wax, GMC trucks, Hamm's beer, Finesse shampoo, SOS cleaning pads, Kraft caramels and Gillette safety razor blades.

These are no tired radio commercials propped up with pictures, and gagged and gimmicked.

They are sound advertising pieces that make the most, each in its own way, of advertising's most exciting means.

ten memorable commercials

KENT CIGARETTES: Announcer demonstrates filter story by showing stains left by Kent smoke and smoke of another brand. "Believable and important," says Mr. Cone, "and it makes most cigarette commericals either dreary or dreadful by comparison." One criticism: Ring on salesman's finger "competed with the package for my attention."

JOHNSON'S GLO-COAT WAX: Camera shoots through glass floor to demonstrate the number of foot scuffs made by housewife and children on kitchen floor and hence the severe test to which floor waxes are put. "Honest and convincing," says Mr. Cone, "an illustration of imagination firmly and properly in harness."

FORD MOTOR CARS: Dr. Roy K. Marshal performs experiment showing resilience of rubber used in Ford parts. "The Ford demonstration," says Mr. Cone, "adds a little to one's knowledge about automobiles in general and Ford automobiles in particular. It repays you adequately for your time."

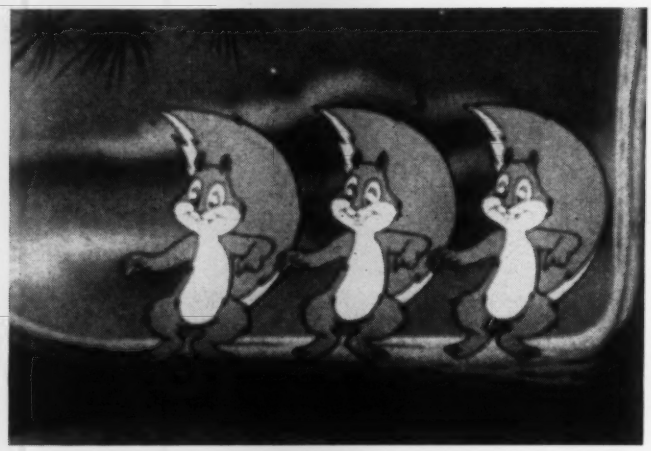
GMC TRUCKS: Fleets of trucks parade to tune of gay march. "Easily my favorite of all of these," says Mr. Cone, "because it presented the toughest assignment." Commercial is "gay in a deadly field and sharply penetrating." It fitted in with spot for which it was intended—between halves in football telecasts.

BEAUTYREST MATTRESSES: While announcer explains construction, glass of water is placed on coil in cutaway section, stays upright despite pressure on adjoining coils. In full minute version of commericial, glass similarly placed on coil of other kind of mattress spills when nearby coils are pushed down.

FOR OTHER FIVE TURN PAGE ▶

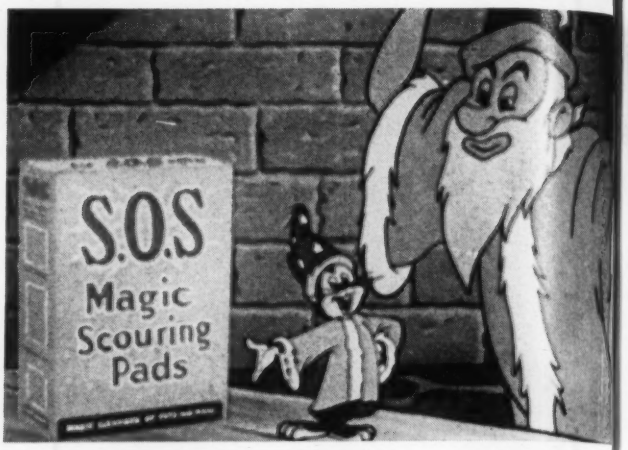
ten memorable commercials

(Continued from Page 91)



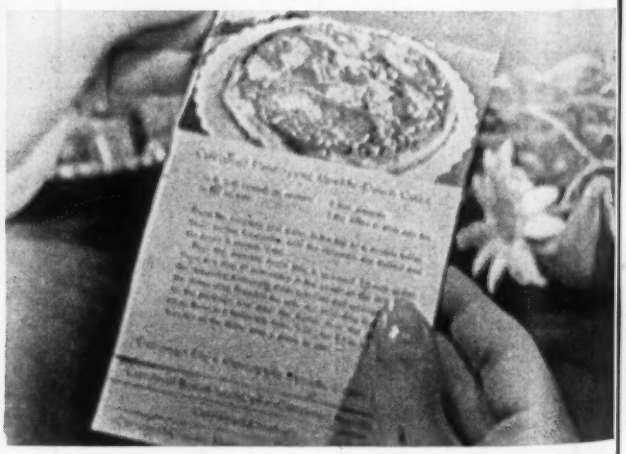
HAMM'S BEER: Animated cartoon features musical jingle extolling merits of Hamm's. "Seems to me to be as skillful and useful a combination of photography and animation and music and song as I have yet seen and heard," says Mr. Cone. "And it has the added virtue of being based on a memorable theme."

FINESSE SHAMPOO: Girl demonstrates shampoo by washing her hair with it, later combing it when dry. Animation sequence shows tiny magnets attracting dirt to illustrate Finesse action. "Properly uses television to do something that no other medium allows with comparable effectiveness," Mr. Cone says.



SOS CLEANING PADS: Magic bunny in animated cartoon astounds court magician by shining a suit of armor to blinding brightness in a trice. This and Gillette commercial below are characterized by Mr. Cone as "wonderful, understandable and acceptable exaggerations . . . amusing to watch and listen to."

GILLETTE BLADES: Shipwrecked man finds a case of safety razor blades, to the obvious delight of himself and comely companions. "Compare this Gillette commercial with any of those which attempt to demonstrate the superior result of a Gillette shave. There simply are some things that won't demonstrate."



KRAFT CARAMELS: Commercial shows various recipes in which caramels can be used. Mr. Cone likes it "because it is a complete commercial, because it was done live, because the voice-over so perfectly fits the action, and because every foot of action advances the sale. It is a competent and confident commercial."

To sell Apparel
to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Apparel or whatever the product — the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (SAMS Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (SAMS and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market —inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

S.S.S. Spells Success In Spot Radio Campaign

By Lamar Swift

Executive Vice President, The S.S.S. Co.

CONCENTRATED radio advertising is one of the big factors in making S.S.S. tonic the top-selling liquid tonic in America. I say that without equivocation because it's true and we've proved it with sales.

During a period when the tonic market was declining nationally, S.S.S. sales hit new highs. Sales for 1953 are more than twice as great as in 1951.

Of course, this was not always the case with our company. Until recent years our advertising policy favored newspapers. We put the bulk of our budget at that time into ads in papers across the country. We even used some color advertising. And we were selling our product from Florida to California, but not in the quantities we wanted.

Then in 1951, after re-evaluating our entire advertising policy, we bought our first radio spots. The results were encouraging to us and to Tucker Wayne & Co., an Atlanta advertising agency which entered the picture about this time as our advertising representative. Marvin Day, vice-president at Tucker Wayne and supervisor for the S.S.S. account, and I agreed that more extensive use of spot radio would further stimulate our sales. For some 15 years, while in the theatre business, I had used radio to attract customers to movie houses. Why couldn't it sell tonic as well?

Finding Customers

To protect ourselves from aiming our advertising in the dark, we contracted with a major research company to determine our market potential. They told us where our best customers could be found.

Now, how to reach those people? Again the surveyors went to work, questioning tonic users everyhere. The answers that came back registered a resounding vote for radio. In fact, 75% of the respondents said they were prompted to buy such medicines as a result of hearing radio commercials.

Our entire staff, from President Warren Roberts on down, wholeheartedly agreed it was time to act on our findings, and to give our new advertising concepts strong financial support and a fair trial.

And that's when WSB Atlanta entered the picture. Ours is an Atlanta company. My great-grandfather was one of the founders of the S.S.S. Co. back in 1866. The formula is older than that, dating back to an original medicine made by an Indian tribe in Georgia. So it was only natural to try out our radio advertising ideas with homefolks. With the help of Holt Gewinner, WSB sales representative, our agency mapped out a radio spot schedule, concentrating on time periods and adjacencies that would hit our potential customers.

Almost immediately we noted an encouraging rise in business. Thanks to WSB's 50 kw coverage, folks for miles around were hearing our messages and creating a demand for our product. Orders started rolling in from all over the state and surrounding states.

Soon we spread out to other stations and other parts of the country, always buying the big power-stations to spread an umbrella over a widespread area, and using smaller stations to reach special population groups and provide additional coverage where needed. Under the competent guidance of our advertising agency officials, Marvin Day and more recently Tad Mower, we have continued to buy time with great care and good results in every market.

We are now using spots on 237 stations. About 60% of our volume is concentrated on stations in the South and the rest spread throughout the nation, except in northern New England.

We use one-minute spot announcements exclusively, some testimonials, some straight pitches on S.S.S. tonic's merits as a blood builder and appetite stimulant. We don't stint on frequencies because we've learned that you get from radio pretty much what you put into it.

Our advertising budget is now up to almost $1 million annually. Some of it still goes into newspapers, which we also select to assure maximum results. By January 1953, radio was claiming some 70% of our budget. It's up to around 80% now. And radio alone carried us successfully through the past summer.

Perhaps you're wondering how we apportion this budget during the year. Well, you can ask anybody in the medicinal tonic business and he'll tell you that sales are best in the spring and fall. That's very true, but again Marvin Day, Tad Mower and I got into a huddle one day and asked ourselves a logical question. Why shouldn't the public also buy S.S.S. in the summer and winter if our product was kept before them?

We pitched another habit out the window and substituted around-the-calendar advertising. Again the payoff was bigger sales. This summer alone our volume was well over the corresponding period of a year ago. So we feel that we're definitely on the right track.

The S.S.S. success formula, if I may call it that, breaks down into two parts: 1. year-round radio advertising; 2. seasonal use of newspaper advertising.

It might surprise you to learn this, but we place a tremendous responsibility on radio, other than expecting it to pump our message into the homes of potential customers. In fact, we rely on our advertising to serve as the S.S.S. sales force. Our company has no sales staff. We have one combination sales-merchandising man, and occasionally I call on customers in different sections of the country, but I spend more time in checking results than in writing orders.

Radio Creates Demand

We've found though that the orders take care of themselves once the demand is created by radio. Dealers know that S.S.S. is a good seller so they like to stock it. Our product can be found on the shelves of more than 9 out of 10 drug stores in America. So with good distribution and concentrated advertising, we get the job done.

As an example of what this policy has accomplished: A wholesaler in north Georgia has route trucks servicing rural stores throughout the northern hills of the state. We rely on WSB to blanket this territory, even though the station is 50 to 150 miles away from most of these listeners. Yet this particular concern sells 12 or more cases of S.S.S. every month.

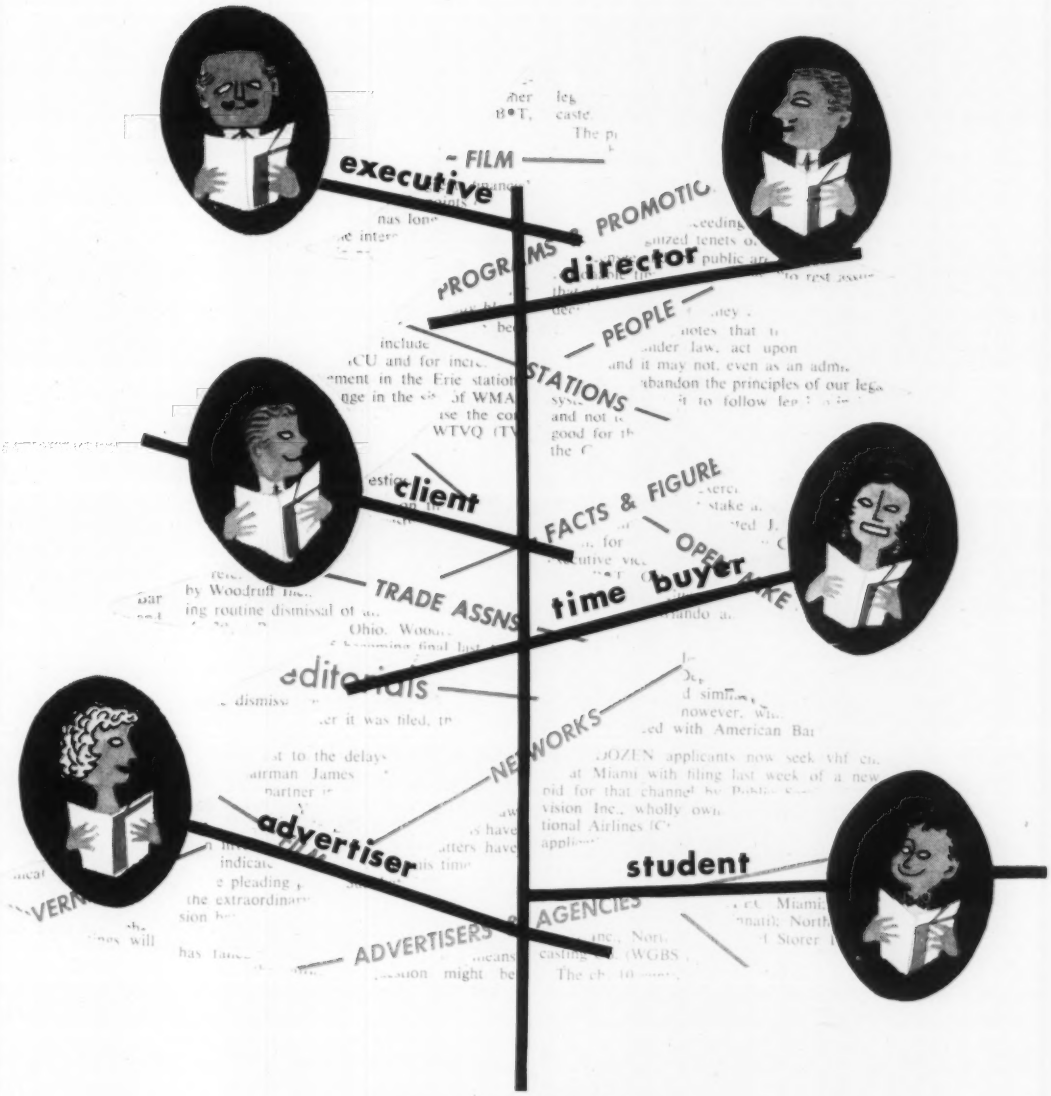
In April of this year, an Alabama wholesaler bought eight cases of S.S.S. as a trial, after hearing the intensive radio campaign being used to push the product. Within three months the orders from that area of the state totaled 200 cases.

Needless to say, *all* of our wholesalers, old and new, have enjoyed a healthy increase in S.S.S. business. Almost every week we get letters such as this one from a rural merchant: "Please tell me how I can get S.S.S. I get daily calls for it from folks around here who hear it advertised on the radio. I am out eight miles from town. Please let me hear from you." Needless to say, we arranged for a nearby wholesaler to supply the man.

Yes, radio will produce sales if it is used wisely. We know that. Concentrated radio spots have done a remarkable job for us in changing S.S.S. into $$$. And that's the way we like it.

A SPECIAL GIFT

for special people



. . . and *what* could be more special than **BROADCASTING • TELECASTING?**

HERE'S a 52-time-a-year magazine packed with all the news that is news of one of the most vital arts of our day. Here in the crisply-written pages of BROADCASTING • TELECASTING is *second-to-second* news of *minute-to-minute* interest to everyone who is anyone in the business of broadcasting. B•T will come week after week as a live and thought-provoking reminder of you. For B•T covers the radio and tv business worlds as no other magazine has ever done.

Here's a gift that's actually as much a gift to you as the lucky person who receives it, for it will be remembered and remembered and remembered!

List all the people on your staff who would be delighted to receive B•T. List clients and business associates who'd be grateful for your helpful thoughtfulness. Your gift subscription starts with the issue of January 4th and is accompanied by a sparkling 4-color card from you to the person who receives it.

Special money-saving rates and handy order form on next page—

Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with above subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription Yearbooks are $5.00 each.) These rates apply only in the United States, Possessions and Territories.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1953

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

two for $13.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

three for $19.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

four for $25.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

five for $30.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

Additional Subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING 1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 4th issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill after Christmas

Name_____

Firm_____

Street_____

City_____ State_____

Considering the primitiveness of the equipment they had to work with, it is a wonder that radio correspondents who reported the Korean War ever got a broadcast out of that beleaguered country. The author of this article, now CBS Radio's White House correspondent, believes the planning of radio coverage of future combat should begin now. If he sounds somewhat embittered, it is because, as chief of his network's Far Eastern bureau, he learned at first hand the . . .

Korean Lesson: How Not to Cover a War

By George Herman

NOW that the Korean War is over, those of us who covered it for radio can look back on our experiences with more objectivity than was possible while we were struggling with the absurdly inadequate radio facilities made available to us. We may be able to manage a weak little laugh at the hay-wire contraptions we had to lash up ourselves because the military flatly refused until the very end to make anything available to us except wire. And we can certainly offer some serious thoughts about what must be done in the event of any future wars or police actions which may, unhappily, erupt elsewhere.

It is my understanding that in World War II in the European Theatre of Operations radio news broadcasts originated largely in the mobile studios and vans of commercial radio outfits such as Press Wireless, RCA, and MacKay Radio. And in the Pacific, I am told, United States military facilities with studios and technicians were made available from island to island.

For some incomprehensible reason, the military ruled flatly against making any such facilities available in the Korean War. Commercial companies, after an abortive attempt by RCA, were deterred from installing facilities by the ephemeral nature of the war, which seemed continually about to end, either in victory, defeat, or Panmunjom.

What is incomprehensible to me is why, during the three years this Korean conflict dragged on, with news of incomparable interest and importance to every American, one of two things was not done. Either the American radio networks should have pointed out forcefully to the military its failure to accord fair and equal consideration to the needs of the radio medium, or the radio companies themselves should have supplied the technicians and equipment needed.

The Army and Air Force gave a good deal of thought to getting out the news, but somehow they always thought in terms of teletypes and never in terms of the faster on-the-spot listener coverage of radio. And the radio networks, content to leave the problem to their newsmen, non-technicians though they were, sent out only the equipment those newsmen requested and never brought the minds of their high-paid technical departments to bear on the problem. Consider our experiences:

When the North Koreans opened their unprovoked attack on South Korea the city of Seoul boasted one of the four really good commercial transmitters in the Far East capable of reaching San Francisco. (The others: Tokyo, Hongkong, Jakarta.) Which was fine for radio newsmen except that we didn't hold Seoul long enough to get much use out of it. And the only way a voice signal could be gotten out of the rest of South Korea was by means of an ancient and rickety telephone system built by the Japanese and maintained in rather desultory fashion by Korean technicians.

During the days of the Pusan Perimeter a sweating, steaming radio correspondent had to start out with an army field phone—and you know what kind of quality *they* have even for radiomen smart enough to keep a full pocket full of fresh batteries for them. This military phone connected by frayed string into the ancient Mukden cable which snakes its way under the water separating Japan from Korea plugs into the improbable long-distance telephone system of Japan. That brought a precious fraction of the sound into Tokyo where

Mr. Herman, with portable recorder, interviews crew member of U. S. ship off Inchon.

perspiring Japanese technicians under the command of a U.S. Army corporal fed it into the overseas shortwave hookup, and thus eventually to San Francisco.

It's easy to see from all this why such husky-voiced specimens as Edward R. Murrow, Bill Downs, Bill Dunn, and the like huffed and puffed and failed to get through with regularity. It's hard to know how many great classics of radio war reporting we missed during the darkest and most dramatic stages of the Pusan period. It's even more painful to think how needless all this waste of talent was.

We know now that a simple piece of equipment, costing less than $50 at the most, could have reversed the odds and jammed a signal through nine out of ten times. Just a line amplifier and a cheap microphone of any variety, plus a couple of leads with alligator clips to clip onto the phone wire where it comes out of the Army field phone. Any duffer of a hi-fi enthusiast could figure it out. And the first hi-fi fan to arrive in Korea immediately did so.

For two years almost every single broadcast which came out of Korea was punched out by a battered elderly CBS Magnecorder pressed into overtime service as a remote amplifier between recording jobs. From Taegu, from Suwon, from Seoul, all broadcasts after January 1951 until quite recently were made over this single piece of gear or over duplicate models later imported by the Army.

Only for one brief period, from Oct. 12, 1950, to Jan. 2, 1951, did we use anything which might be termed studio facilities. And I hesitate even to describe them. In the center of Seoul during this period was a small studio carefully hung with splendid oriental rugs used as sound proofing. From its control room a set of Army phone wires ran across the street to a tall building atop which a U.S. Army fm radio setup kept us in contact with the short wave receiving station 12 miles north of Seoul and the transmitter in a town called Poo'pyong, 16 miles west of Seoul.

The fm link was unsteady to say the least and the first hour before the broadcast was always entirely occupied by a Korean technician shouting despairingly into the phone "Hello Poo'pyong, Hello Poo'pyong," a sound I still occasionally hear in bad dreams after an overdose of apple strudel.

With Jeep and Carbine

For any really important or lengthy broadcast I usually jeeped out to Poo'pyong, with a GI driver who insisted on arming me with a carbine because of the prevalence of snipers, and did the broadcast from there. There was no studio, merely the Magnecorder set up on an overturned oil drum in the middle of a vast barn-like building. But the equipment, a mixture of RCA and Russian gear abandoned by the North Koreans, worked fine until the Chinese returned for it on Jan. 3, 1951. So, back again to the old Taegu-Pusan telephone line.

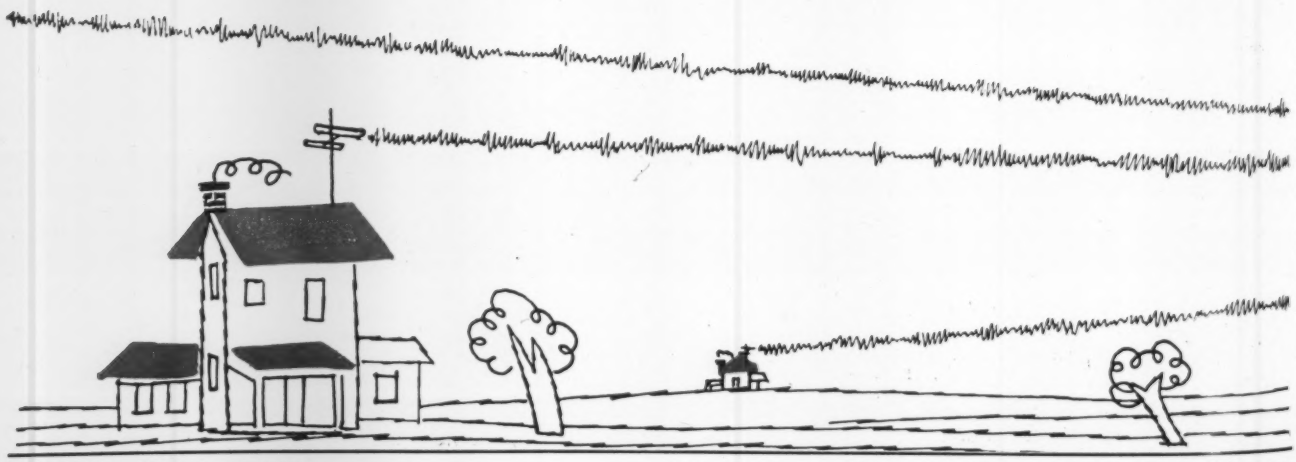
But by now we had the Magnecorder system to work with. The Army built me a small phone-booth kind of cubby in a corner of the correspondents' billets. The Army Signal Corps ran in a set of wires, handed over the bare ends and said, "Go ahead, broadcast." Although we held endless consultations with various colonels and even a brigadier general or two in the Signal Corps, the Army never furnished us with any technical equipment at all until the outbreak of the peace talks.

For future reference it should probably be noted that the Army also had strong objections to our doing broadcasts from any place but the correspondents' billets, mostly for censorship reasons. But in time we managed to argue our way out of that, and during the final stages of the retaking of Seoul, we moved our Magnecorder up to a wrecked airplane which served as a temporary correspondents' hangout at Suwon airfield. Turning up the gain jammed a usable signal down the miles of battered cable to Taegu, Pusan and across the straits to Tokyo. It also occasionally jammed the phone communications of irate generals who picked up our signal by induction along their regular command lines. But by keeping our circuit time to the barest minimum, we managed to avoid any restrictive action.

In due time, of course, the Eighth Army retook Seoul and we moved the CBS Radio Magnecorder into a special room in the correspondents' billets there, a room soundproofed with slabs of compressed seaweed of the most unappetizing appearance. Again the Army ran in some wires, handed us the ends and said "Here you are; go ahead." And in the very next room they set up

Homaloidally Speaking

With nothing in the way but towering bank balances, WMT-TV's signal, encouraged by 100,000 watts of power and a 703-foot antenna, gets around Eastern Iowa. On the level.



bank after bank of complex and expensive teletype installations for the newsmen who worked in the printed medium.

Again we queried the Signal Corps on the availability of the kind of radio gear used in the second World War. They said there wasn't any requisition number for any gear, that it would have to be sent from Washington, that it couldn't be authorized, and so forth far into the war. Also that it wasn't their duty to provide us with radio gear, even if they did provide all gear for teletype copy.

Eventually the peace talks developed and then everybody said it would all be over very soon anyhow, so why worry. That was, let me think, July 1951! The Public Information Office (not the Signal Corps) did, however, make available a series of several Magnecorders and a bright young radio hobbyist named Hugo Victor. Single-handed, and with his own money very largely, this enthusiast rescued American radio from its own inertia and that of the Pentagon. He built a studio, soundproofed it with Army blankets, and constructed an ingenious control room out of odds and ends which he scrounged or we bought for him in Tokyo.

But all this came about only after a bitter battle between radio and the press services which is better forgotten about. The Public Information Office of the UN Command under Brig. Gen. William P. Nuckols for a time sided with the press services, but eventually put in the lines which enabled us to do direct broadcasts from the news train at Munsan.

SAYING IS BELIEVING IN DANVILLE

TO OVERCOME business pessimism in its area, WDVA Danville, Va., set out to prove the community was in good economic condition by airing arguments from 50 Danville business men that "Business Is Good in Danville."

The "Business Is Good in Danville" campaign was conceived by the station, says Emerson Pryor, WDVA manager, after a leveling off of production at Dan River Mills Inc., which the station claims is the world's largest single-unit textile mill, and after a drouth had damaged tobacco crops severely in the area of Danville, which WDVA says is Virginia's largest and the world's second largest tobacco market.

"It was almost impossible to find an optimistic person on Main Street," says Mr. Pryor. Yet, he adds, a study of Danville's 1953 business and WDVA's business, plus figures produced by banks and detailed analyses of some concerns, indicated that "things just were not as black as most anybody would have you believe."

Accordingly, WDVA set out to prove its case by tape-recording statements by merchants telling why they thought "Business Is Good in Danville." The 50 statements took two days to air over WDVA because of the station's own tight schedule ("another bit of evidence of good business").

Which was all right until the news broke out at the other extreme of the stretch of Korean peninsula under our control. You may remember the riots at Koje-do when Communist-minded Chinese and Korean prisoners kicked up such a fuss? Quite a news story. And quite a long way to carry the CBS Magnecorder by train, plane and boat.

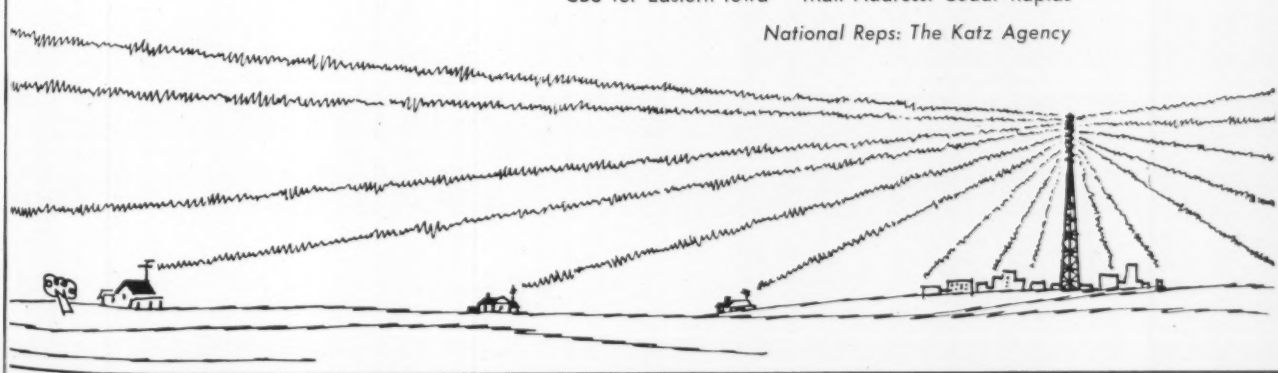
From Koje Island to the Korean mainland we had only one line of communications, the feeblest, leakiest phone line I have ever used. But once again the simple expedient of high-gain line amplification solved the problem. It even helped soothe relations between press associations and radio. We set up the Magnecorder in the press tent by day and briefed the newspapermen on microphone technique, and they used it to read their copy to Tokyo. It worked fine, but really there ought to be some kind of field amplifier lighter than the maggie. It was a lot of weight to carry back and forth from the press tent to the telephone shack where the commanding officer of signals had allowed us the use of his bedroom as a comparatively soundproof studio.

By this time everybody in the Far East Command had begun to catch on to the idea of line amplifiers. The lone CBS Magne-

WMT AM & TV

CBS for Eastern Iowa Mail Address: Cedar Rapids

National Reps: The Katz Agency



corder was joined in Korea by a brother job from NBC as the peace talks moved to a climax. Three more were provided by the Public Information Office and the Psychological Warfare division. Everybody in radio news in Korea had acquired packrat habits, and rolls of wire and spare connectors and odds and ends of equipment began to show up. The only thing we never seemed to have enough of was Cannon XL connectors.

By now you must have heard how we made certain connections at Big & Little Switch, the exchanges of prisoners. Enough mention has been made of how we stuck bare ends of mike wire into Cannon female sockets and braced them in with whittled match-sticks. But even as veteran an ad-libber as Ted Church, director of CBS Radio News, was shocked when he actually saw the broken match-ends sticking out of the sockets in the side of the amplifier.

More Makeshift Measures

By then we were using a Gates three-pot job provided by Psychological Warfare, and it took a lot of matches to set it up every day. Ted paled visibly when he first saw the contraption, placed precariously on an Army table in the middle of the prisoner reception center. We didn't tell him about the days during Little Switch, the preliminary exchange of sick and wounded prisoners, when one of us had held a pair of stiff Signal Corps wires tightly twisted together in his hand during an entire 20 minute broadcast, somewhat like the Dutch boy with his finger in the dike. We didn't get to solder that connection until late that evening. And since the broadcasters were also technicians, there's no telling what we said, it was a triumph just to hear that faint far-away voice in the earphones saying "We hear you loud and clear,—where've ya been—ya go ahead in 20 seconds from woof!"

Better Help for Radio

The point, I think, is this. If the American military is going to have its action in the field covered, it's got to stop thinking in terms of press services alone. The frustrating favoritism accorded to press service reporters is known to every radio newsman. That it should apply to facilities as well is intolerable.

Why there should be an order number and a supply item of teletypes for press men and not for an amplifier for radio men is absolutely beyond me. The cost of the radio gear is fractional.

There is no reason why the Army should make teletypes and teletype operators available to press men and flatly refuse to make radio gear and even one single technician regularly available to radiomen. And the radio industry had damn well better realize this and get on the ball before the next overseas fracas. Both the policy and technical departments of our industry can make better suggestions than this correspondent. Leave them do so PDQ or the next fight will again see the finest, high-priced radio news talent again shouting into unresponsive field phones in a "press" tent filled with other correspondents grinding out copy to go slowly but surely by teletype.

Laying Plans for 1954 NARTB Convention Exhibits

AMONG THOSE on hand for the Nov. 19 meeting in New York to discuss preliminary plans for exhibits at the 1954 NARTB convention [B•T, Nov. 23] were these prospective exhibitors (l to r), seated, M. L. Gaskill, Philco Corp.; W. G. Small, Raytheon Mfg. Co.; Warren Rohrer, Caterpillar Tractor Co.; Frank Newman, Allen B. DuMont Labs.; standing, W. O. Hadlock, RCA; Eugene Wald, DuMont Labs., and John Haerle, Gates Radio Co.

THIS GROUP of NARTB convention exhibit planners included (l to r): seated, Arthur C. Stringer, managing director for the exposition; R. F. O'Meara, American Telephone & Telegraph Co.; Robert C. Bickel, Andrew Corp.; standing, F. R. MacFarland, Long Lines Dept., AT&T; A. C. Kidder, General Electric Co.; W. H. Rappolt, Standard Electronics Corp., and Roy Jordan, General Electric. Mr. Stringer and C. E. Arney Jr., NARTB secretary-treasurer, led the discussions.

OTHER prospective exhibitors present for the sessions, looking toward the exposition accompanying the NARTB conclave opening at the Palmer House in Chicago on May 23, are represented by (l to r) A. F. Brundage, General Precision Labs.; R. G. Bach, Federal Telecommunication Labs.; Walter A. Scanlon, CBS Television Film Sales, and Bennett S. Rosner and James McCarvell, RCA Recorded Program Services.

Personalities plus!

+ NEWS

WOAI-TV has a staff of news specialists — men who devote all their time and thought to editing, rewriting and presenting news. WOAI-TV uses AP, UP, INS plus its own staff of local reporters.

+ NBC

NBC's fine network programming supplements WOAI-TV's own outstanding local showmanship. WOAI-TV is the Southwest's Showroom, operating in the largest and best equipped studios in the San Antonio market.

SAN ANTONIO'S 1ST TV STATION!

Represented Nationally by EDWARD PETRY & COMPANY, INC.

New York · Chicago · Los Angeles · St. Louis · Dallas · San Francisco · Detroit

NBC AFFILIATE

WOAI-TV

CHANNEL 4

SAN ANTONIO

TWICE-WEEKLY *Let's Look at Sports* is taken on WNBQ (TV) Chicago by Gus Allengauer (c), restaurant operator. Looking on are John McPartlin (l), WNBQ sls. mgr., and sportscaster Norman Barry, who conducts quarter-hour show.

ARRANGEMENTS for Miller Brewing Co. of Milwaukee to sponsor telecast of first play to be written for tv by Robert E. Sherwood are completed by Vernon S. Mullen Jr. (l), Miller adv. dir., and John K. Herbert, NBC vice pres. in chg. of tv sls. Sherwood play will be on NBC-TV, Dec. 29, 8-9 p.m. EST.

AT premiere of *Tip-Top Merry-Go-Round*, Sunday afternoon children's show on WAAM (TV) Baltimore, are (l to r) Herbert B. Cahan, WAAM prog. mgr.; "Mr. Toby," program star; Charles Mergendahl, J. Walter Thompson Co.; Brent Gunts, Brent Gunts Productions; Norm Varney and Charles Spaulding, both JWT.

GEORGE V. CHRISTIE, vice pres., First National Bank of Arizona, Phoenix, signs for 52 weeks sponsorship of *Arizona Television Newsreel* on KPHO-TV Phoenix. Looking on are Julian Kaufman (l), station mgr., and Al Larson, KPHO-TV sls. mgr.

WHO WHEEL OF FORTUNE

A MAILING piece sent by WHO Des Moines to the trade stresses that by buying WHO you get Iowa's Metropolitan areas plus the remainder of the state. By turning a wheel various graphs appear in a slot on the front of the brochure. These include territorial breakdowns of general merchandise sales, apparel sales, home furnishings, automotive sales, building materials, filling station sales, drugstore and food sales and sales of eating and drinking places. In each case, sales for "the remainder of the state" are above those for any metropolitan center. The reverse side of the promotion piece is given over to graphs illustrating time spent in various activities daily in the home and radio stations "heard regularly" by Iowa families.

VITAPIX FILM BROCHURE

FOUR-PAGE brochure has been prepared by the Wexton Co., New York, for the Vitapix Corp.'s *Vitapix Feature Theater*, a package of 26 new feature films produced expressly for television. Agencies, advertisers and television stations may obtain copies of the brochure, which describes the films and services provided by Vitapix, by writing Robert Wormhoudt, Vitapix Corp., 509 Madison Ave., New York, N. Y.

WENR PROMOTION PIECE

WENR Chicago has distributed promotion piece to agency account executives and timebuyers claiming it is "giving Chicago the first new concept in radio in 20 years." Titled "WENR is a Winner," brochure quotes magazine and newspaper critics hailing station's fare as "fresh" and "startling new." Brochure adds that "Some people think radio is dead. WENR has never been so alive and full of vitality. The vitality of new ideas . . . new stars . . . and new programs." Promotion piece also asks agency people to "Take a good look at the ABC's of the new WENR" . . . audience, better programs and cost, and lists new shows and personalities.

SUCCESS STORY

THE Wallace Mackay Co., Seattle advertising agency, uses a client's success with television as the basis for a promotional brochure about the agency itself. Starting with a sketch of a tv set on the cover, half the elaborate two-color booklet tells how Mackay developed animated film commercials in behalf of its client, Bardahl Mfg. Corp., Seattle, and of the success it brought in sales of the product, enthusiasm of distributors and dealers, and awards for excellence in advertising. Remainder of the brochure tells the story of the agency itself, including its use of radio, tv and other media.

SANTA STATION BREAKS

EVERY station break on WGAY Silver Spring, Md., is a Santa Claus promotion, part of an intensive holiday promotion policy. It's based on this policy, according to Ernie Tannen, operations manager: "When Christmas comes, stores decorate their fronts and interiors. No reason why a radio station shouldn't decorate its air." Features include a daily one-hour *North Pole Calling*. Climaxing the season will be a Christmas Eve program which will feature drawings of large numbers of toys for youngsters who have sent their names to *North Pole Calling*. All civic groups are invited to broadcast news of their holiday activities over the Washington suburban station.

QUIZ ANSWERS DISPLAYED

CORRECT answers to a tv quiz program a being given away in advance as part of a me chandising-promotion plan devised for the Pu tan Co. of America, Chicago, on behalf of ReaLemon lemon juice. Puritan, which is participating sponsor on *Movie Quick-Quiz* o WABD (TV) New York, has placed poste giving answers to questions that will be ask on future tv programs, in Metropolitan stor carrying ReaLemon. The plan was created Norman Knight, general manager of WA (TV) in conjunction with Walter Schwimm Productions, producers of the show, a Schwimmer & Scott, Chicago, agency for t sponsor.

SONG TITLE CONTEST

WINNER of a song title contest on Colum Pacific Radio Network's *Ralph Story's Ba yard* will receive a third of sheet music a record sales royalties, plus a week's vacati trip to Las Vegas. In addition, the winner, t be announced Christmas day, will have g range given to a previously-named friend as present. Contest participants submit origin titles of a melody composed by Victor Youn with the title used by lyricist Ned Washingt as the basis for words to the song, to be re leased early next year.

Musical Thanks

THE LIFE of the La Falce family in Poughkeepsie, N. Y., was detailed in an issue of *Life* magazine as a representative American family of Italian extraction that has made a contribution to the American community. To share this honor with fellow Italian-Americans, the La Falce sons asked WOV New York, which specializes in Italian programming, if they might present a "musical thanks" over the station. WOV agreed, and on Thanksgiving Day the sons served as a glee club to sing a medley of tunes over the *Aldo Aldi* program (2-4 p.m.).

'GUIDING LIGHT' DRESS

TELEVISION program inspired the editors o *Everywoman's Magazine* to design and creat a dress called "The Guiding Light Dress," base on the *Guiding Light* show (CBS, Mon.-Fri 1:45-2 p.m. EST). A special offer of the pattern for such a dress is being made on the show this week and next. The dress is designed for both casual and party wear.

RECORD PROMOTION

GEARED to simplify telling its story to time buyers and media directors, KOWL Santa Monica is distributing a new presentation in the form of a 16-inch long-playing record titled "It's a Gold Mine." Further promotion includes a brochure of facts and detailed program-personality description. KOWL's story which compared the settlers' discovery of California to the advertisers' discovery of the station, stresses the station's listening appeal to the Negro, Mexican and Mexican American market in Los Angeles County through the introduction of KOWL personalities and the "blue chip" advertisers sponsoring their programs. In juxtaposition is a humorous note through the introduction of "Mr. Statistician" who breaks into the announcer's dialogue with hard-hitting facts delivered in a light vein. Known as 'The Dominant Language and

LIVE ITEMS FROM OUR MORGUE

That's what the trucking industry's likely to be spending in gross national outlay by then!

By 1975, the trucking industry is expected to spend 63 billion dollars for goods and services. America's suppliers—of everything from cotton to aluminum—and America's labor force will split this gigantic "melon" among them, with a profound effect on the nation's prosperity. Because the $63 billion (conservatively projected from present expenditures and current trends) will, in 1975, account for TEN PER CENT of America's gross national product. ("GNP", as you know, is an economist's yardstick—the dollar value of all goods and services produced in a year.)

*Source: "Trucks in 1975", by Carroll J. Roush, based on the findings of the President's Policy Committee (Paley Commission).

Harold P. Leary
Chairman
American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D.C.

Negro Station of the West," KOWL broadcasts some 32 hours weekly to the Mexican market, numbering 400,000 persons in L. A. County, and 26 hours weekly to the Negro market of 350,000. Additionally, the station broadcasts in 10 other languages.

FOUR SPECIALS ON WFAA-TV

NOVEMBER was a full month for WFAA-TV Dallas which broadcast four new programs during that period. These included *Tempo For Teens*, first in a series of five programs featuring Dallas Symphony conductor Walter Hendl; a doll-fashion show sponsored by Neiman-Marcus presenting the dolls of Mme. Beatrice Alexander, world-famous doll collector; the opening of a Traffic Safety Conference for Teenagers with Gov. Allan Shivers as guest speaker, and most of the show of modern military aircraft, part of the Airpower Symposium in Dallas.

CJON COLORING BOOK CONTEST

CJON St. John's, Newfoundland, has distributed to all schoolchildren in the city big scribblers with a picture of the CJON microphone on the cover. A coloring contest for the cover picture has five new bicycles as prizes. Back cover of scribblers listed children's programs on the station and 20 programs of interest to the mothers. CJON also printed, in collaboration with the Newfoundland Board of Trade, a 70-page, three color, magazine-type booklet on the city of St. John's, with space for the station's message to listeners and potential advertisers.

CHRISTMAS PARADE

FOR ITS first television remote broadcast WSJS-TV Winston-Salem, N. C., picked up the annual Christmas parade put on by that city's Retail Merchants Assn., Nov. 27. Program was produced by Phil Hedrick with Lee Wallenhaupt on camera and Bob Estes doing the audio.

KCEN-TV PROMOTION

KCEN-TV Temple-Waco, Tex., has released a promotion piece stressing that the station covers central Texas, making that area a single medium market for the first time. Brochure also points out that the market is a rich one with an effective buying income of $800,000,000. Station's slogan is "K-CENtralize your tv sales story on KCEN-TV."

WHEN Queen Frederika of Greece remarked during a tour of New Orleans that she had never seen herself on television, Tom Hicks (l), WDSU-TV vice president in charge of programming, presented her and King Paul with films made for WDSU-TV's *Esso Reporter* in coverage of the royal couple's visit to that city.

'RAMAR' TOUR PLANNED

MICHAEL SILVERMAN, executive vice president of Television Programs of America, and Jerome B. Capp, national advertising and promotion director, announce plans for a *Ramar of the Jungle* sales program. The program is now seen on 100 tv outlets in all major markets of the country, TPA reports. Jon Hall, star of the series, will start a tour next spring, during which he will present a program of Indian and African native folklore entertainment to colleges, forums and clubs.

INTERNATIONAL PROGRAMS

CKSF Cornwall, Ont., has made numerous documentary programs within its own area and also across Canada. Now the station is going international with two programs totalling about 20 half-hours. They will be done by manager Fred Pemberton on a trans-Atlantic trip aboard a small Netherlands freighter, which touches at Cornwall and Great Lake ports, and during his travels in Great Britain. The programs will be taped and made available at nominal cost to other Canadian stations.

DOUBLE BIRTHDAY PARTY

WWDC Washington will throw open its studios to the public from 6-10 a.m. Dec. 15, in honor of the birthdays of morning personality Art Brown and custodian Bill Jenkins. Admission to the party will be a donation to the station's Christmas Fund for the needy. Refreshments will be provided by Mr. Brown's sponsors, including juice, coffee and donuts. Feature of the party will be giveaways of a canary and parakeet to the person submitting the best name for the birds. Mr. Jenkins, who is occasionally heard on Mr. Brown's program, will take it over completely for the party, and Mr. Brown will sweep the studio floors.

'POT O' GOLD' PROMOTION

TO PROMOTE its quiz shows, CHEX Peterborough, Ont., has distributed gold bridge scores with matching gold pencils to women's groups in the area. One side of the bridge score is a conventional scorecard. The other side lists the CHEX *Pot O' Gold* riddle, the names of *Pot O' Gold* sponsors and the amount of the jackpot.

COMMUNITY PLANNING

WRTV (TV) Asbury Park, N. J., has invited more than 100 organizations to prepare programs for the station, which will begin commercial operation early in January. Thirty-five organizations and schools are already at work preparing programs which will be presented at least once a week. Among groups contacted are womens' clubs, ministerial organizations, high schools, Rutgers U., U. S. Department of Agriculture, Ft. Monmouth, Boy Scouts and others.

PLAYERS MAKE STATION BREAKS

TO PROMOTE its sports programs, CKOV Kelowna, B.C., takes a tape recorder to the hockey rinks in the area and has hockey players from all parts of the Okanagan Valley make the station breaks, promoting programs and the local games.

THE LATEST WCKY STORY

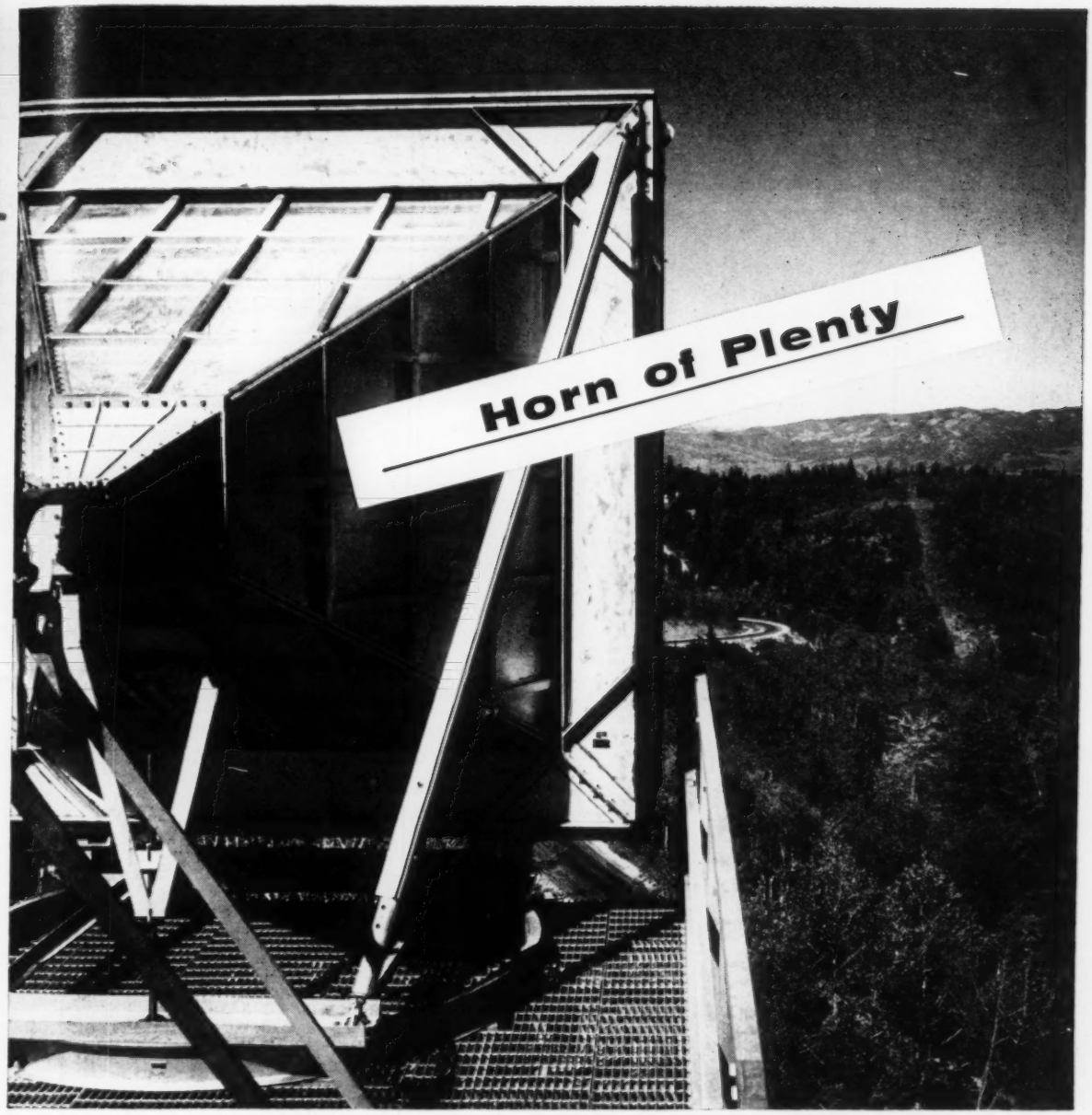
WCKY

50 GRAND IN WATTS

PROVIDING THE BEST IN PUBLIC SERVICE

The L. B. Wilson Station, Cincinnati

WCKY



Like giant horns on the horizon, radio-relay towers carrying television programs throughout the country are now standard fixtures in the American scene.

Today these radio-relay systems together with coaxial cable facilities make possible an audience of one hundred million people who may see and hear the same event at the same instant.

The ability to carry important public events, programs of education and entertainment for millions of Americans truly makes the horn-shaped radio-relay antennas an important addition to our nation's resources.

Already more than $100,000,000 worth of Bell System facilities and equipment are devoted to furnishing television network service. The rapidly expanding television routes extend from coast to coast and from the Great Lakes to the Gulf of Mexico. They total some 40,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

Advertiser

John A. Egan, formerly vice president of Grant Adv. Inc., Chicago, to Consolidated Royal Chemical Corp. (Krank's shave cream, Liquinet, Peruna, Hypercin and Kolor-Bak) as general sales manager, with responsibility for sales, merchandising and promotion of those products.

Agencies

George C. Oswald and **Douglas J. Coyle** named vice presidents of Kenyon & Eckhardt Inc., N. Y.

Cuyler Stevens, account executive at Cunningham & Walsh Inc., N. Y., elected vice president.

Frank H. Hakewill, media department director; **Robert E. Stracke,** chief of production, and **James W. Woodman,** account executive, elected vice presidents of Roche, Williams & Cleary Inc., Chicago.

Ben Lansdaye, manager, Genuine Parts Co., Atlanta, and **Phil Lansdale,** group supervisor, The Caples Co., L. A., form new agency, The Lansdale Co., L. A., with offices at 421 S. Western Ave. and telephone number, Dunkirk 5-2007. **Robert G. Baldwin,** copy chief, Caples Co., to new firm as production manager.

George G. Anthony, media director, West-Marquis Inc., L. A., to Stromberger, LaVene, McKendie, same city, in similar capacity.

Don Blauhut, head of radio-tv department, Raymond Spector Co., N. Y., appointed director of radio and tv at Edward Kletter Assoc. Inc., N. Y.

Mr. Blauhut

Gilles Duhamel appointed radio-television director of Harold F. Stanfield Ltd., Montreal advertising agency. **Ernest H. Smith,** formerly advertising and sales promotion manager of CFCF Montreal, named radio supervisor and timebuyer for agency.

Lee Cox advances to head of copy staff of educational department of N. W. Ayer, Phila., following retirement of **Herbert H. Smith.**

Preston Selz, formerly with Foote, Cone & Belding, to Beaumont & Hohman Inc. as Chicago copy chief. **Theodore C. Carlon** and **Harold P. Falvey** to copy staff of same agency.

Walter Riddell Jr., formerly account executive at Leo Burnett Co., and **William M. Galbraith** with advertising department of Pillsbury Mills, to Earle Ludgin & Co., Chicago, as account executives. **Daniel R. O'Conner,** member of research staff of Foote, Cone & Belding, to same agency in similar capacity.

Coleman F. Cody appointed account executive in Boston office of Doremus & Co., N. Y.

William J. Dunbar, Harris D. McKinney, Phila. advertising agency, to Michener Co., same city, as account executive.

Douglas F. Jenkins, U. S. representative, Ass Tv Service, Hollywood, and former public information officer, Far Eastern Command, U. S. Army, to Campbell-Ewald Co., L. A., as copywriter and client contact representative.

Hal Braun, J. C. Penney Co., N. Y., to Hicks & Greist, N. Y., as member of copy staff.

Everett B. Allen, Cochran Foil Products Co., and **Robert L. Kress,** Gimbels, to plans merchandising department of N. W. Ayer, Phila.

Ruth Little to John Falkner Arndt, Phila. She was formerly with N. W. Ayer, same city.

Phil Krim, radio-tv department, McCann-Erickson Inc., N. Y., returns to Ted Bates & Co., Hollywood, in same capacity.

Gene Clayton, news director for WTMV East St. Louis, Ill., named to public relations and copy writing staff of Westheimer & Block Adv., St. Louis.

Minerva Ellis, member of radio television department, Compton Adv., N. Y., and **William Morwood,** radio-tv script writer and editor, were married Nov. 27.

Stations

Victor L. Toft named president of KFAB Broadcasting Co. of Omaha. Elected vice presidents are **Fred S. Sidles, Joe W. Seacrest** and **Walter W. White. Harry B. Sidles** elected secretary-treasurer. **Harry D. Burke,** general manager of KFAB, elected to board of directors.

Alfred E. Spokes, business manager of WJOY Burlington, Vt., elected treasurer and corporate

"Color Television"

A special issue containing

• 15 N.T.S.C. Monographs–

The National Television Systems Committee has authorized IRE to publish its long awaited Monographs in the January 1954 special Color Television issue of "Proceedings of the I·R·E" — thus giving them industry-wide distribution for the first time in print.

• 25 additional Color TV articles–

will also appear in this issue, which brings the reader up-to-the-minute on the developments of Color Television. Copies of the first Color Television issue are still available and combined with this second Color Television issue will form a complete bibliography of major historical importance. Also included in the January issue will be a complete listing of the N.T.S.C. system specifications as submitted to the F.C.C.; and field test reports on the system's performance.

in "Proceedings of the I·R·E" January '54

Available to non-members for $3.00. Extra copies to I R E members are $1.25. All members get one copy free!

Another History Making Issue!

• •

I R E is an organization of 33,312 member-engineers. There are no company memberships. Operating continuously since 1913, its sections meet in 78 cities. 21 specialized Professional Groups widen the scope of its member-services and 40 technical committees help the industry.

"Proceedings of the I·R·E"

Published by

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street, New York 21, N. Y.

Please place orders before December 10th.

The Chairman of the Federal Reserve System Subcommittee on Collections tells . . .

How to collect $2,000,000 a minute!

"90% of the nation's business is transacted by check!" says Mr. Valentine Willis, Vice-President of the Federal Reserve Bank of New York. "But it wouldn't be possible without an efficient system of transporting and handling this enormous volume of 'cash letters.'

"Every day, the Federal Reserve System collects checks worth billions of dollars from all parts of the country. The sooner we can return checks to their 'home' banks and give depositors their money, the better for business.

"In the past ten years, the *maximum* time for sending checks 'home' has been cut from seven to two days. For this amazing record, we give a lot of 'credit' to Air Express!

"We ship more than 8,400 pounds of checks in an average day via Air Express, between the 12 Federal Reserve Banks and their branches. These packages weigh from two pounds to 450 pounds. One busy day, one Federal Reserve Bank shipped almost three *tons* of checks via Air Express!

"Checks are the lifeblood of our economic system. Air Express has become a vital artery in this important work.

"Understanding economy is part of our job. We've found that we can buy Air Express speed, in most weights and distances, at lower cost than any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

FOR SALE
239,000 EARS

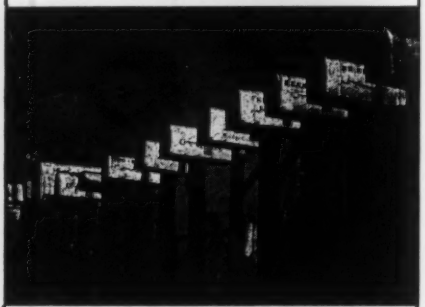
No other radio station in El Paso reaches as many radio homes as KROD.
No other radio station in El Paso can offer advertisers so much coverage.
These are just two reasons why KROD has a longer list of both local and national advertisers than any other station in the entire El Paso Trading Area.

You Can't Cover the Fabulous Southwest without...

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

National Representative
O. L. TAYLOR CO.
West Coast Representative
THE BRANHAM CO.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

director of Vermont Bcstg. Corp., licensee of station. Other directors re-elected are **George E. Little, David W. Howe, Frederick W. Shepardson, Levi P. Smith** and **Guy M. Page. Urban L. Bergeron** elected assistant treasurer.

Harold C. Burke, general manager of WRTV (TV) Asbury Park, N. J., promoted to vice president in charge of operations of station, which is scheduled to commence test pattern operations this week. **Allen Preville,** member of sales staff, appointed sales manager.

Mr. Burke

John Pindell, account executive at KING - TV Seattle, named commercial manager of KHQ-TV Spokane.

Jack Labrie to WSPR Springfield, Mass., as news director and promotion manager.

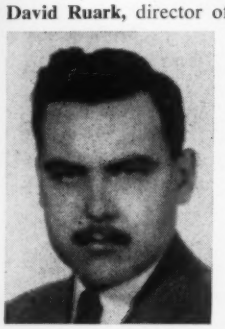
Two for Munn

WHEN E. Harold Munn Jr., station director of WTVB-AM-FM Coldwater, Mich., and general manager of WSTR Sturgis, Mich., embarked for Hawaii early in October "to get away from it all," he little realized he was in for two Hawaiian "firsts." He was scheduled to complete the engineering proof-of-performance and tuneup for KAIM Kaimuki, Honolulu, the first commercial fm in the Islands. Shortly after his arrival he was contacted by KANI Kaneohe, Oahu, the Islands' first directional am station, also under construction. After conclusion of the KAIM tests, Mr. Munn directed completion of the installation of KANI and conducted proof-of-performance measurements on the directional array.

Maurice Wynne, technical director at WAFB-TV Baton Rouge, La., to KTAG-TV Lake Charles, La., as chief engineer and program manager.

Dale Hart, announcer at WBAP-AM-TV Fort Worth, Tex., to KARK-TV Little Rock as program director.

David Ruark, director of advertising and sales promotion of Audio-Video Co., N. Y., to WFMY-TV Greensboro, N. C., as promotion manager.



Mr. Ruark

Milt Klein, general sales service manager, KECA - TV Hollywood, named account executive.

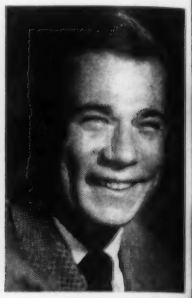
Fred W. Sample, general manager of WAPL Appleton, Wis., to sales staff of WBAY-AM-TV Green Bay, Wis.

William Hedgpeth promoted to director of administration for program department of WTOP-AM-TV Washington.

Art Knorr to WSYR-TV Syracuse, N. Y., as account executive. **Jackie Salisbury** has resigned as continuity director of station.

Al Ruhfel appointed program director at WSPD-TV Toledo, Ohio, replacing **Les Dana** who is now general administrator for Storer Bcstg. Co. in Television Del Caribe, Havana. **John Saunders** named assistant program director and production manager at WSPD-TV, and **Jim Reemsnyder** is new assistant production manager. **Frank Venner** takes over as chief announcer.

Mr. Ruhfel



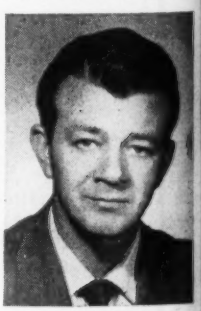
Mr. Saunders

Nancy B. Maguire, member of production staff of WGBH Boston, non-commercial, educational radio station, promoted to administrative assistant for programs. **Janet Lawler** named course monitor in WGBH production department, and **Carol Shepard,** junior assistant in programs and community relations.

Lester Pope appointed educational coordinator for KOMO-TV Seattle.

Dick Balzer returns to WHBF Rock Island, Ill., as manager of traffic department after two years' Army service.

Del Gore, account executive for KROW, Oakland, Calif., named sales manager at KJEO Fresno, Calif.



Mr. Gore

Bob Martin, assistant station manager at KPHO Phoenix, appointed program director for KPHO-TV succeeding **Art Sprinkle**, effective Dec. 20.

John M. Asher, promotion - advertising director, Consolidated Television Sales, Hollywood, to KECA-TV that city, as promotion manager.

Bob Murphy, WDSU-TV New Orleans, and **Hayward Lee Siddons,** WNBW (TV) Washington to KOA-TV Denver as directors. **Harland Mendenhall,** CBS-TV news, named photography and film chief for station. **Charles Anderson,** KFI Los Angeles, to station as floor manager and director. **John Stell,** KTTV (TV) Los Angeles, to KOA-TV as floor manager, and **Stan Sievers** as consultant engineer.

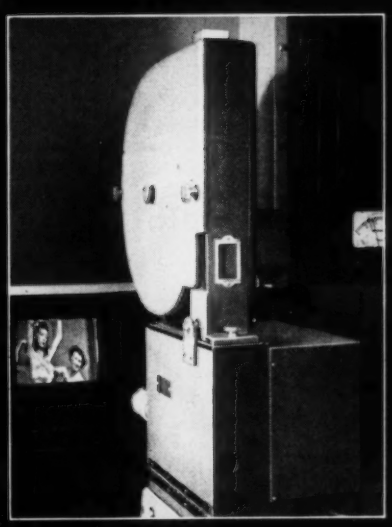
Hugh Pickett, WSB-TV Atlanta, to KSLA (TV) Shreveport, La., as film director.

William D. Nietfeld, director of news and pub-

Like to catch Philadelphia

. . . or New York, for example, with a "live" Hollywood glamour show at 9 P.M. (EST) . . . then "air" the same show same day in Los Angeles 3 hours later—9 P.M. (PST)? Want to bridge this coast-to-coast gap of time and space effectively, brilliantly—at low cost?

ANSWER: **Use Eastman Film** (Air for N. Y. and TV-Record at 6; be ready to project and show in L.A. at 9 as specified).



Eastman Television Recording Camera Installation—NBC—New York.

For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

XUM

This is Mr. E. H. T. Crowder

President, Crowder Motor Company
South Charleston, W. Va.

This is what he says

"We have found that Mr. Lewis has an extensive listening audience (via WTIP, Charleston, W. Va.). And we could not ask for a better audience or means of delivering messages regarding our Chrysler-Plymouth products to the people of the Great Kanawha Valley. We are very happy to be counted among Mr. Lewis's sponsors."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 361 stations by more than 750 advertisers (among them 65 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

lic affairs, KCBS San Francisco, resigns to enter private business.

Ted Herbert, account executive in ABC Network Radio Sales, named to sales staff of ABC-owned WABC New York as sales specialist for Mary Margaret McBride and forthcoming Martin Block programs.

Hal O'Halloran, sports director at KFH Wichita, Kan., to KVOO Tulsa, Okla., to handle play-by-play of Oklahoma A & M basketball games. He replaces **John Henry,** who transfers to KOA-AM-TV Denver as sports director.

John Hitt, WFAA-TV Dallas, appointed assistant chief engineer for KSLA (TV) Shreveport, La.

Ron Koziol to WRDB Reedsburg, Wis., as announcer.

Sue Warfield, formerly promotion and publicity director for Frank Schoonmaker wine firm, to WBAL-TV Baltimore as home economist, replacing **Anita Conboy Jaffe,** who has retired.

Emerson Parker, WGMS Washington, to WCFM (FM) that city where he will handle *Classics in Jazz* program.

Mike Woloson, disc jockey at WTAR Norfolk, Va., to WNOR there, in same capacity.

Roy Howard, disc jockey at KIOA Des Moines, to WMT Cedar Rapids, Iowa, in same capacity.

John J. Laux, executive vice president and general manager of WSTV-AM-TV Steubenville, Ohio, honored on behalf of WSTV for news coverage of Red Cross, by Jefferson County Chapter, American Red Cross.

John H. Poole, president of John Poole Bcstg. Co., and **H. Leslie Hoffman,** president of Hoffman Radio Corp., honored by *Minute,* L. A. monthly magazine, for contributions to advancement of Southern Calif. business.

George C. Biggar, president and general manager of WLBK DeKalb, Ill., awarded honorary membership in Kiwanis Club of Chicago's Loop for 1954.

Jack Knell, director of news and special events for WBT Charlotte, N. C., appointed regional vice president for southern area of Radio & Television News Directors Assn.

Vere B. (Chum) Crockett, commercial manager of WRKD Rockland, Me., author of "Designing Small Boats," published by D. Van Nostrand Inc.

Bob Grammer, operations supervisor at WBAP-TV Fort Worth, Tex., father of girl, Karen Kae, Nov. 23.

John J. (Jack) Mulligan III, sales executive, KLAC-TV Hollywood, father of boy, John J. IV, Nov. 23.

Bernie Lofgren, technician at WJAR-TV Providence, father of boy, Nov. 18.

Networks

Norman H. Sloane, production control manager, ABC-TV Hollywood, named sales service manager.

Wade Bingham, newsreel cameraman, named Far Eastern Bureau manager for CBS Television Newsfilm, with headquarters in Tokyo, effective Dec. 13.

Robert Stevens, producer-director, and **Halsted Welles,** writer, have been signed by ABC-TV as co-producers of weekly series of hour-long

melodramas that are scheduled to begin on Jan. 3 (Sun., 8-9 p.m. EST).

Ronald Joynt named sales representative of CBC at Toronto. **Wilf G. Carpentier,** sales representative of Canadian Broadcasting Corp. at Toronto, named television director of CBC at Winnipeg, Man.

Bill Brendle, sports editor of the *New York Enquirer*, to publicity staff of ABC as writer.

Film

Edwin W. Buckalew, CBS, appointed director of sales for Wayne Steffner Productions, Hollywood.

Frank L. Woodruff, executive producer and partner in Woodruff Assoc., Huntington, W.Va., and N.Y., announces dissolution of firm and closing of N.Y. office.

Don Rivers, Walter A. Rivers & Assoc. to Pearson & Luce Productions, S.F., as scenario director.

Manufacturers

John A. Curtis appointed general sales manager of Westinghouse Electronic Tube Div., Elmira, N.Y., replacing **Harold G. Cheney,** who becomes assistant to vice president of that division. Mr. Curtis was formerly with Pullman-Standard Car Mfg. Co. as manager of track equipment department.

Arthur F. Gibson, general manager of telephone division of Stromberg-Carlson Co., Rochester, N. Y., promoted to corporate secretary of company, and **John H. Voss,** chief telephone engineer, named to succeed Mr. Gibson as general manager of telephone division.

H. E. Crow appointed chief engineer for Dage Labs Inc., Decatur, Ill. (tv cameras). He was formerly chief engineer at WHEN(TV) Syracuse, N.Y., and WBKB(TV) Chicago. **Clifford Bruhn,** A C Spark Plug organization, to Dage Electronics Inc., Beech Grove, Ind., as production manager.

Edward A. Altshuler, national marketing director, Kaye-Halbert Corp., Culver City (tv set mfrs.), to Berlant Assoc., Los Angeles (high-fidelity tape recorders), as advertising and sales manager.

Leslie Hill appointed director of research for Pentron Corp. (recorders, high fidelity components and accessories), Chicago.

Representatives

Joseph B. Gunether and **Albert J. Marruchi** elected vice presidents of Branham & Co., Chicago, national representative.

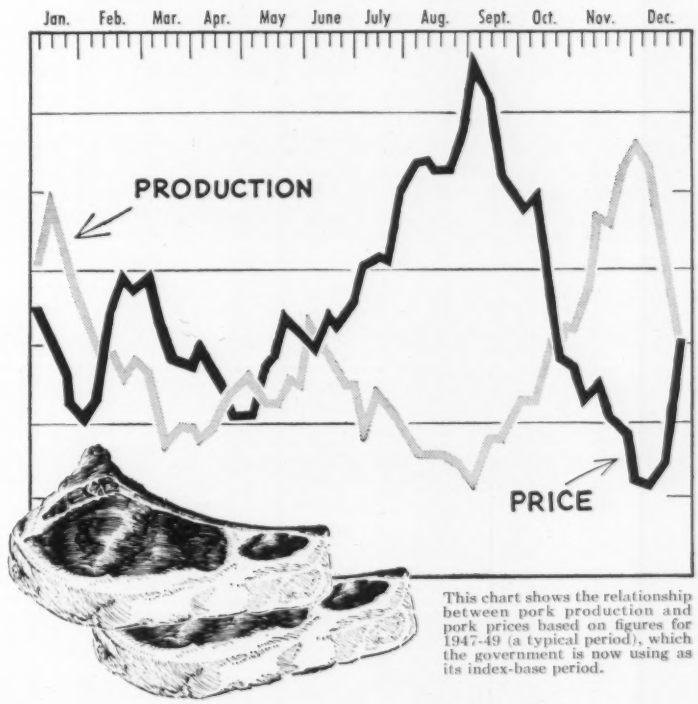
Services

James R. Dickson, formerly in charge of client service activities in Australian office of A. C. Nielsen Ltd., appointed managing director of company in both Australia and New Zealand.

Betty Lou Purvis and **Tim Marks,** both formerly with defunct Ferris Organization, N.Y., publicity firm, to Milburn McCarty Assoc., N.Y., as publicity account executives assigned to radio and TV.

Worth Larkin, public relations director, L.A. Chamber of Commerce, and **Herb Dallinger,** Hollywood publicity photographer, have formed Larkin-Dallinger Publicity Agency, with offices at 1915 S. Western Ave. Telephone is Republic 4-1911.

What law
makes pork cost less in December than it does in September?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49 (a typical period), which the government is now using as its index-base period.

THE well-known law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the *law of nature*. They spend a good 6 months growing to pork-chop size.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. *More pork*—lower prices during the winter followed by *less pork—higher prices* through the summer months.

Summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

The medical school of a leading university reports a recent study in which a number of overweight people lost up to 100 pounds on diets featuring *double portions of lean meat.* Meat means so much to so many—in so many different ways—that it's good to know meat packers can help put it on your table at a lower service cost than for almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

wan'na buy an-island?

PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

FORD NELSON
WDIA's
FOLGER'S
Salesman

FOLGER'S

Renews for 4th Year on WDIA, Memphis

. . . thus Folger's begins its 4th consecutive year of gaining completely dominating coverage of the 562,212 Negroes in WDIA's great 27-county Nielsen area. With dynamic Ford Nelson at the mike, Folger's schedule consists of five ¼ hours weekly which blanket this 46.9% of the total area population. If you sell to Negroes a WDIA schedule is a *must* for you . . . and there's a schedule to fit your budget. Join this great list of WDIA blue chip accounts: Purex, Bab-O, Taystee Bread, Blue Plate Foods, Kroger Stores, Carnation Milk, Nu Maid Margarine, and many others. Get the full WDIA story *today*.

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Sept.-Oct. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.5	21.8	17.7	15.4	10.7	8.7	7.1	3.3

(Note: WDIA's share Sat.: 19.0; Sun.: 25.5)

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

Memphis, Tenn. WDIA Soon! 50,000 Watts

Station Authorizations, Applications
(As Compiled by B • T)

Nov. 25 through Dec. 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,479	536	101
CPs on air	18	30	†214
CPs not on air	106	20	230
Total on air	2,479	566	†315
Total authorized	2,603	586	545
Applications in hearing	137	3	150
New station requests	187	5	285
Facilities change request	148	34	16
Total applications pending	781	113	415
Licenses deleted in Sept.	2	6	0
CPs deleted in Sept.	3	2	2

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,507	2,487	126	182	137
Fm	588	541	18	6	3

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	188	286	474[1]
Educational	11	17	28

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	216	110	326
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	882	337	680	519	1,200[2]
Educational	51		25	26	51[3]
Total	913	337	701	544	1,251[4]

[1] Twenty-six CPs (6 vhf, 20 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 28 already granted.
[4] Includes 502 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Clearwater, Fla.—W. Frank Hobbs d/b as Pioneer Gulf Television Broadcasters, granted uhf ch. 32 (578-584 mc); ERP 93.5 kw visual, 53.7 kw aural; antenna height above average terrain 320 ft., above ground 344 ft. Estimated construction cost $179,186, first year operating cost $160,000, revenue $160,000. Post office address P. O. Box 1146, Clearwater. Studio and transmitter location 3835 Gulf to Bay Blvd. Geographic coordinates 27° 57′ 36″ N. Lat., 82° 42′ 24.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McCullen & Goza, Clearwater. Consulting engineer W. J. Holey, Atlanta. Mr. Hobbs, an attorney, is sole owner. Granted Dec. 2.

Miami, Fla.—WMIE Tv Inc. (WMIE), granted uhf ch. 27 (548-554 mc); ERP 200 kw visual, 107 kw aural; antenna height above average terrain 340 ft., above ground 366.5 ft. Estimated construction cost $200,855, first year operating cost $180,000, revenue $216,000. Post office address Hotel Everglades, Biscayne Blvd., at 3d St., Miami. Studio location Everglades Hotel, 244 Biscayne Blvd. Transmitter location 65 S. E. 5th St. Geographic coordinates 25° 46′ 09″ N. Lat., 80° 11′ 27″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Sr.**, director in Timm Inc., licensee of WGAA-AM-FM Cedartown, Ga., chairman of board in WLBS Inc., licensee of WLBS Birmingham, Ala., chairman of board in Southern Radio & Equip. Co., licensee of WOBS Jacksonville; Executive Vice President **Curt A. Meer**; Chairman of the Board **A. J. Harris** (25%), president and principal stockholder Mid-West Mortgage Co., real estate and financing at Miami and Louisville, Ky.; Secretary-Treasurer **B. J. Harris** (25%), vice president Mid-West Mortgage Co., and **Sun Coast Bcstg. Co. (WMIE)** (50%). Granted Dec. 2.

Traverse City, Mich.—Midwestern Bcstg. Co. (WTCM Traverse City; WATT Clam Lake Twp.; WATZ Alpena Twp.; WMBN Bear Creek Twp.; WATC Gaylord, Mich.), granted vhf ch. 7 (174-180 mc); ERP 51.3 kw visual, 30.9 kw aural; antenna height above average terrain 760 ft., above ground 462 ft. Estimated construction cost $188,524.70, first year operating cost $75,000, revenue $100,000. Post office address Paul Bunyan Bldg., Traverse City. Studio and transmitter location M-72 West, 3 miles W of center of Traverse City. Geographic coordinates 44° 46′ 32″ N. Lat., 85° 41′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Les Biederman** (30%), Vice President **William H. Kiker** (16¼%), Secretary-Treasurer **Drew McClay** (15%), **Fred G. Zierle** (16¼%) and **Edward G. Biederman** (22½%). Granted Nov. 25.

Near Bloomingdale, N. Y.—Great Northern Tv Inc., granted vhf ch. 5 (76-82 mc); ERP 3.55 kw visual, 2.19 kw aural; antenna height above average terrain 2,750 ft., above ground 940 ft. Estimated construction cost $327,793, first year operating cost $150,000, revenue $190,000. Post office address 301 Cornelia St., Plattsburgh, N. Y. Studio and transmitter location Morgan Mt., 12 miles NE of Bloomingdale, N. Y. Geographic coordinates 44° 25′ 56″ N. Lat., 73° 50′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Abe L. Stein, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Joel H. Scheier** (62½%), president-general manager and ⅓ interest WIRY Plattsburg, N. Y.; Vice President **Vincent S. Jerry** (33⅓%), vice president and 30% stockholder WIRY; Secretary-Treasurer **John M. Nazak** (0.67%), chief engineer and 3.3% stockholder WIRY, and **Robert J. Duley** (20%), milk products. Granted Dec. 2.

Cincinnati, Ohio—The Greater Cincinnati Television Educational Foundation requests reserved uhf ch. 48 (674-680 mc); ERP 19.1 kw visual and 9.55 kw aural; antenna height above average terrain 490 ft., above ground 363 ft., to be situated on tower of WLWT (TV); estimated construction cost $136,000, first year operating cost $100,000. Post office address 1228 Central Parkway. Studio location 1243 Elm St. Transmitter location 2222 Chickasaw St. at WLWT (TV) site. Geographic coordinates 39° 07′ 28″ N. Lat., 83° 31′ 18″ W. Long. Legal counsel Edgar W. Holtz, Cincinnati. Consulting engineer R. J. Rockwell of Crosley Bcstg. Corp. Granted Dec. 2.

Oklahoma City, Okla.—Oklahoma Educational Tv Authority, granted vhf ch. 13 (210-216 mc); ERP 316 kw visual, 191 kw aural; antenna height above average terrain 1,440 ft., above ground 1,073 ft. Estimated construction cost $1,640,000, first year operating cost $500,000, no revenue. Post office address Box 3241, State Capitol, Oklahoma City. Studio and transmitter location 5 mi. N of State Capitol on Lincoln Blvd. Geographic coordinates 35° 35′ 00″ N. Lat., 97° 26′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer George Davis, Washington, D. C. Principals include **Oklahoma State Regents for Higher Education.** The Univ. of Oklahoma (WNAD-AM-FM) and Oklahoma A. & M. are integral parts of the Oklahoma State System of Higher Education, administered by the Regents. Granted Dec. 2.

Spartanburg, S. C.—The Spartan Radiocasting Co. (WORD), granted vhf ch. 7 (174-180 mc); ERP 316 kw visual, 204 kw aural; antenna height above average terrain 2,000 ft., above ground 205 ft. Estimated construction cost $376,671, first year

operating cost $430,470, revenue $494,258. Post office address 291 East Main Street, Spartanburg, S. C. Studio location 291 East Main Street. Transmitter location Hogback Mountain, SW of Tryon, N. C. Geographic coordinates 35° 10' 10" N. Lat., 82° 17' 29" W. Long. Transmitter DuMont, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Walter J. Brown** (39%) and Secretary-Treasurer **D. S. Burnside** (5.1%). Grant was made possible by withdrawal of competitive bid of WSPA there. WORD has purchased WSPA for $400,000 and upon FCC approval will sell WORD and retain WSPA. Granted Nov. 25.

Florence, S. C.—Jefferson Standard Bcstg. Co., granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 191 kw aural; antenna height above average terrain 790 ft., above ground 775 ft. Estimated construction cost $558,000, first year operating cost $250,000, revenue $200,000. Post office address Wilder Bldg., Charlotte, N. C. Studio and transmitter location on Cherokee Rd. at Saluda Dr. Geographic coordinates 34° 10' 58" N. Lat., 79° 47' 23" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis (Reed Rollo), Washington. Consulting engineer A. D. Ring & Co. (Howard T. Head), Washington. Principals include President **J. M. Bryan**, 1st vice president of Jefferson Standard Life Insurance Co.; Executive Vice President **Charles Crutchfield**, and Vice President-Secretary-Treasurer **Larry Walder**. Sole owner of applicant is **Jefferson Standard Life Insurance Co.,** Charlotte, N. C. Granted Nov. 25.

Jackson, Tenn.—Dixie Bcstg. Co., granted vhf ch. 9 (186-192 mc); ERP 56.2 kw visual, 28.2 kw aural; antenna height above average terrain 340 ft., above ground 244 ft. Estimated construction cost $181,750, first year operating cost $130,000, revenue $145,000. Studio and transmitter location 3.2 mi. N of Madison County Courthouse, 35° 39' 50" N. Lat, 88° 49' 20" W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WDXI Jackson. Principals include President **Aaron B. Robinson** (57.3%), who also has controlling interest in WENK Union City, Tenn., WTPR Paris, Tenn., 550 out of 1200 shares of WCMA Corinth, Miss., and is sole owner of WDXE Lawrenceburg; Vice President **Dr. Frank M. Davis** (6.6%), half-owner of Davis Clinic, Corinth, Miss.; Vice President **Harley H. Moses** (6.6%), owner of Moses Oil & Auto Supply Co.; **Harold L. Simpson** (6.6%), owner of Simpson's Super Stores (food store chain), Jackson; Treasurer **Cecil G. Murdock** (6.6%), owner of Dr. Pepper Bottling Co., Corinth; **Dave M. Palmer Jr.** (6.6%), general manager Bell Coal & Transfer Co., Corinth; **D. F. Prince,** Washington attorney with Prince, Taylor & Crampton, and three minority stockholders. Address Williams Bldg., Jackson, Tenn. Granted Dec. 2.

Provo, Utah—KOVO Bcstg. Co. (KOVO), granted vhf ch. 11 (198-204 mc); ERP 64.6 kw visual, 32.4 kw aural; antenna height above average terrain 1,360 ft., above ground 137 ft. Estimated construction cost $209,000, first year operating cost $85,000, revenue $90,000. Post office address P. O. Box 99, Provo. Studio location 108 West Center St. Transmitter location 5 mi. N of Leni, Utah. Geographic coordinates 40° 27' 46" N. Lat., 111° 51' 09" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Clifton A. Tolboe** (74.5%), Vice President **Charles E. Rowan** (2.3%), Vice President **Arch L. Madsen** (1.7%) and Secretary-Treasurer **Victor J. Bird** (2.4%). Granted Dec. 2.

Richmond, Va. — Winston-Salem Bcstg. Co., granted uhf ch. 29 (560-566 mc.); ERP 17 kw visual, 9.33 kw aural; antenna height above average terrain 540 ft., above ground 546 ft. Estimated construction cost $153,954, first year operating cost $180,000 revenue $180,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location 1.6 mi. from Richmond city limits on Midlothian Turnpike. Geographic coordinates 37° 30' 16" N. Lat., 77° 30' 39" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rich** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rich** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Granted Dec. 2.

APPLICATIONS

Indianapolis, Ind.—Crosley Bcstg. Corp., vhf ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1000 ft., above ground 994 ft. Estimated construction cost $1,276,000, first year operating cost $1,050,000, revenue $850,000. Post Office address 140 W. 9th St., Crosley Square, Cincinnati, Ohio. Studio location, west side New Jersey Ave., between Ohio & New York Sts., Indianapolis. Transmitter location S.E. corner South Post Road & Raymond St., Indianapolis. Geographic coordinates 39° 44' 17" N. Lat., 86° 00' 21" W. Long. Transmitter and antenna RCA. Legal counsel, D. M. Patrick, Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of applicant is Avco Mfg. Co., New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus and WLWA (TV) Atlanta, Ga. Filed Dec. 1.

Buffalo, N. Y.—Great Lakes Tv Inc., vhf ch. 7 (174-180 mc); ERP 79.4 kw visual, 40.5 kw aural; antenna height above average terrain 1522 ft., above ground 1323 ft. Estimated construction cost $638,781.32, first year operating cost $750,000, revenue $750,000. Post Office address 785 Main St., Buffalo. Studio location 785 Main St., Buffalo. Transmitter location, Bleistein Rd., 2.65 miles N 62° E of Colden, N. Y. Geographic coordinates 42° 30' 31" N. Lat., 78° 38' 12" W. Long. Transmitter and antenna RCA. Legal counsel, Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer, George P. Adair Engineering Co., Washington. Principals include **Buffalo Courier Express Inc.** (33⅓%), owner WEBR Buffalo and publisher of *Buffalo-Courier Express;* **WPIT Pittsburgh, Pa.** (16⅔%), **Cataract Theatre Corp.** (16⅔%), motion picture exhibitor; **Copper City Bcstg Corp.** (33⅓%), licensee of WKAL Rome and WKTV (TV) Utica, N. Y.; Treasurer **William J. Connor III,** president and controlling stockholder WEBR; President **Howard W. Clother,** treasurer of WEBR, and Secretary **Robert C. Hayman,** 11% stockholder Cataract Theatre Corp. Application represents merger of three pending bids for the same facility. These bids will be withdrawn. Filed Nov. 27.

Ardmore, Okla.—John P. Easley (KVSO), vhf ch. 12 (204-210 mc); ERP 27.3 kw visual, 13.7 kw aural; antenna height above average terrain 645 ft., above ground 355 ft. Estimated construction cost $194,000, first year operating cost $120,000, revenue $120,000. Post Office address, Ardmore, Okla. Studio location, 114 North Washington, Ardmore. Transmitter location, Highway 77 & North Carter County Line. Geographic coordinates 34° 22' 29" N. Lat., 97° 08' 23" W. Long. Transmitter and antenna GE. Consulting engineer, A. Earl Cullum Jr., Dallas, Tex. Mr. Easley is owner of the *Daily Ardmorite* and KVSO. Filed Nov. 23.

The SESAC All-American Team

POSITION:	NAME:	
Left end	American Folk Music	"The best in the field."
Right end	South American	"Tops in its class."
Left tackle	Band	"A thrilling full time star."
Right tackle	Religious	"Stars on any team."
Left guard	Concert	"All around performer."
Right guard	Jazz	"A great crowd pleaser."
Center	Hawaiian	"Packs in the crowd."
Quarterback	Sales Aids	"Leads the way for bigger and better sales with your sponsor."
Left halfback	Scripts	"Most professional in the field."
Right halfback	Bridges, Moods and themes.	"Big triple threat."
Fullback	Program Notes	"Carries the ball for bigger gains."

The Winning Combination

Available to you for bigger profits and better programs. For a touchdown every time, let your sales team see and hear the SESAC program service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue — New York 17, N. Y.

San Antonio, Tex.—Mission Telecasting Corp., vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 485 ft., above ground 573 ft. Estimated construction cost $605,000, first year operating cost $925,000, revenue $975,000. Post Office address, 317 Arden Grove, San Antonio. Studio and transmitter location, 317 Arden Grove. Geographic coordinates 29° 26' 20" N. Lat., 98° 29' 3" W. Long. Transmitter and antenna RCA. Legal counsel, Welch, Mott & Morgan, Washington. Consulting engineer, George W. Ing, Washington. Principals include **Mission Bcstg. Co. (KONO-AM-FM San Antonio)** (50%); President **Eugene J. Roth,** president-94% stockholder KONO; Vice President **James M. Brown,** vice president-2% stockholder KONO; Secretary **Bob A. Roth,** secretary-2% stockholder KONO; Treasurer **Jack Roth**; Vice President **L. A. Douglas** (5%) and **Joe R. Straus** (13%), ranching, and real estate. Filed Nov. 23.

Seattle, Wash.—Seattle Construction Co., uhf ch. 20 (506-512 mc); ERP 200 kw visual, 107.2 kw aural; antenna height above average terrain 640.5 ft., above ground 373 ft. Estimated construction cost $223,198, first year operating cost $131,500, revenue $153,700. Post Office address, 200 W. Mercer St., Seattle. Studio and transmitter location, 1601 1st Ave. N., Seattle. Geographic coordinates 47° 38' 2" N. Lat., 122° 21' 15" W. Long. Transmitter and antenna RCA. Consulting engineer, Edward J. Schneider, Seattle. Principals include President **Edward J. Schneider** (⅓), investments, construction and real estate; Vice President **William G. Clark** (⅓), investments, construction and real estate and Secretary-Treasurer **Frank J. Capretto** (⅓), real estate broker. Filed Nov. 23.

APPLICATIONS AMENDED

Jacksonville, Fla.—City of Jacksonville (WJAX) amends application for new tv station on vhf ch. 12 to change antenna height above average terrain to 553 ft.; studio location to 311 West Duvall St., Jacksonville. Filed Nov. 30.

Minneapolis, Minn.—Twin Cities Bcstg. Corp. (WGDY) amends application for vhf ch. 9 to change ERP to 316 kw visual, 189.6 kw aural; antenna height above average terrain to 451 ft. Filed Nov. 30.

APPLICATIONS DISMISSED

Oakland, Calif.—Tribune Building Co. FCC dismissed bid for new tv station on vhf ch. 2 at request of attorney. Dismissed Nov. 30.

Miami Beach, Fla.—Robert W. Rounsaville. FCC dismissed bid for new tv station on vhf ch. 27 at request of attorney. Dismissed Dec. 1.

Orlando, Fla.—Central Florida Pub. Co. FCC dismissed bid for new tv station on uhf ch. 18 for lack of prosecution. Dismissed Nov. 24.

West Palm Beach, Fla.—Tv Theatre of the Palm Beaches Inc. FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Nov. 30.

Miami, Fla.—Storer Bcstg. Co. FCC by memorandum opinion and order dismissed bid for new tv station on vhf ch. 10. Dismissed Nov. 25.

Tarpon Springs, Fla.—WBOY Inc. FCC dismissed bid for new tv station on uhf ch. 32 at request of applicant. Dismissed Dec. 1.

Albany, Ga.—J. W. Woodruff & J. W. Woodruff Jr. d/b as Albany Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Nov. 25.

Buffalo, N. Y.—Buffalo Courier-Express Inc. FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Nov. 30.

Buffalo, N. Y.—Copper City Bcstg. Corp. FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Nov. 30.

Niagara Falls, N. Y.—Frontier Tv Inc. FCC dismissed bid for new tv station on vhf ch. 7 at request of attorney. Dismissed Nov. 30.

Jackson, Tenn.—The Sun Pub. Co. FCC dismissed bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Nov. 25.

Provo, Utah—Central Utah Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 11 at request of applicant. Dismissed Nov. 30.

Norfolk, Va.—Chesapeake Services Inc. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed Dec. 2.

Richmond, Va.—Dixie Tv Corp. FCC dismissed bid for new tv station on uhf ch. 29 at request of applicant. Dismissed Nov. 25.

Existing Tv Stations . . .

ACTIONS BY FCC

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted STA to operate commercially on uhf ch. 17 for the period ending Dec. 3. Granted Nov. 23; announced Dec. 1.

WKLO-TV Louisville, Ky.—Mid-America Bcstg. Corp. granted modification of CP for uhf ch. 21 to change ERP to 251 kw visual, 129 kw aural; antenna height above average terrain 730 ft. Granted Nov. 25; announced Dec. 1.

KSPJ (TV) Alexandria, La.—Barnet Bresner granted modification of CP for uhf ch. 62 to change ERP to 21.4 kw visual, 11.5 kw aural and change studio location to 10th & Monroe Sts., Alexandria. Granted Nov. 23; announced Dec. 1.

KSLA (TV) Shreveport, La.—Interim Tv Corp. granted modification of CP for vhf ch. 12 to change transmitter location to Lake & Market, Shreveport; ERP to 11.5 kw visual and 5.75 kw aural; antenna height above average terrain 270 ft. Granted Nov. 24; announced Dec. 1.

WWOR (TV) Worcester, Mass.—Salisbury Bcstg. Co. granted STA to operate commercially on uhf ch. 14 for the period ending April 17. Granted Nov. 25; announced Dec. 1.

KMPT (TV) Oklahoma City, Okla.—KLPR Tv Inc. granted STA to operate commercially on uhf ch. 19 for the period ending March 8. Granted Nov. 20; announced Dec. 1.

WTVR (TV) Richmond, Va.—Havens & Martin Inc. granted modification of CP for vhf ch. 6 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 840 ft. Granted Nov. 25; announced Dec. 1.

PERMITS DELETED

WCTV (TV) Flint, Mich.—Trans-American Tv Corp. FCC deleted tv station on uhf ch. 28. Deleted Nov. 27.

KTVK (TV) Santa Fe, N. M.—E. John Greer & Saloma S. Greer d/b as Greer & Greer. FCC deleted tv station on vhf ch. 2 for lack of prosecution. Deleted Nov. 18.

CALL LETTERS ASSIGNED

KBID (TV) Fresno, Calif.—John Poole Bcstg. Co., uhf ch. 53, changed from KCAF (TV).

KBIC-TV Los Angeles, Calif. — John Poole Bcstg. Co., uhf ch. 22, changed from KPIK (TV).

KBIK-TV Sacramento, Calif. — John Poole Bcstg. Co., uhf ch. 46, changed from KBIC-TV.

WGTH-TV Hartford, Conn.—General-Times Tv Corp., uhf ch. 18.

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville, uhf ch. 36.

WTHS-TV Miami, Fla.—Lindsey Hopkins Vocational School, non-commercial educational vhf ch. 2.

KULA-TV Honolulu, Hawaii—Pacific Frontier Bcstg. Co., vhf ch. 4, changed from KABS (TV).

WTLC (TV) Champaign, Ill.—U. of Illinois, noncommercial educational vhf ch. 12.

WTLK (TV) Paducah, Ky.—Paducah Tv Corp., uhf ch. 43.

KPLC-TV Lake Charles, La.—Calcasieu Bcstg. Co., vhf ch. 7.

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services, vhf ch. 13.

WTBO-TV Cumberland, Md.—Maryland Radio Corp., uhf ch. 17.

WBEC-TV Pittsfield, Mass. — Western Mass. Bcstg. Co., uhf ch. 64.

WSBM-TV Saginaw, Mich.—Booth Radio & Tv Stations Inc., uhf ch. 51.

WUOM-TV Ann Arbor, Mich.—Regents of U of Mich., uhf ch. 26.

WTVK-TV Goldsboro, N. C.—Goldsboro Tv Corp., uhf ch. 34.

KVAL-TV Eugene, Ore.—Eugene Tv Inc., vhf ch. 13.

WSEE (TV) Erie, Pa.—Great Lakes Tv Co. uhf ch. 35.

WAKN-TV Aiken, S. C.—Aiken Electronics Advertising Corp., uhf ch. 54.

WNAM-TV Marinette, Wis.—M & M Bcstg. Co. vhf ch. 11.

New Am Stations . . .

ACTIONS BY FCC

Neosho, Mo. — Ozarks Playground Bcstrs. granted 1420 kc, 500 w daytime. Estimated construction cost $19,900, first year operating cost $25,000, first year revenue $40,000 P.O. address Court House, Russellville, Ark. Equal partners **John V. Turner,** Russellville County judge, and **Lawrence Neumeier,** restaurateur. Granted Dec. 2.

Deming, N. M.—Homer W. Nelson, Hugh S. Thomas, Robert W. Tobey and Edwin E. Merriman, co-partnership d/b as Luna County Bcstg. Co., granted 1230 kc, 250 w daytime. Estimated construction cost $17,933, first year operating cost $30,000, revenue $45,000. Mr. Nelson is mayor of Brownfield, Tex., and Messrs. Thomas and Merriman are accountants in Brownfield and Lubbock, Tex., respectively. Post office address Box 792 Brownfield, Tex. Granted Nov. 25.

Lexington, Tenn.—Lexington Bcstg. Co. granted 1490 kc, 250 w unlimited. Estimated construction cost $20,000, first year operating cost $48,000, revenue $60,000. Sole owner is **Harold L. Simpson,** 18.64% owner of WTPR Paris, 6.67% owner of WDXE Lawrenceburg, 6.66% WDXI Jackson, 9.0% WENK Union City, Tenn., and 8.33% WCMA Corinth, Miss. Post office address Simpson's Center, Jackson, Tenn. Granted Dec. 2.

Grundy, Va. — Virginia-Kentucky Bcstg. Co. granted 1250 kc, 1 kw daytime. Estimated construction cost $25,940.43, first year operating cost $48,000, revenue $65,000. Principals include President **Charles F. Trivette** (37½%), former Kentucky state senator and ⅓ owner WTCW Whitesburg, Ky.; Vice President **David B. Jordan** (25%), chief engineer WTCW, and Secretary-Treasurer **Kenneth J. Crosthwait** (37½%), ⅓ owner WTCW. Post office address Ken Crosthwait, Box 398, Whitesburg. Granted Dec. 2.

APPLICATIONS

Cave City, Ky.—V. R. Anderson tr/as Mammoth Cave Bcstg. Co., 1440 kc, 1 kw daytime. Estimated construction cost $23,000, first year operating cost $24,000, revenue $30,000. Mr. Anderson is in banking and theatre operation. Post office address Cave City, Ky. or % attorney Paul R. Huddleston, Price Bldg., Bowling Green, Ky. Filed Nov. 25.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & Sam M. Arnold d/b as Trenton Bcstg. Co., 1490 kc, 1 kw unlimited. Estimated construction cost $23,102.49, first year operating cost $42,000, revenue $48,000. Principals in partnership include **Samuel A. Burk** (50%), 50% partner KIRK Kirksville, Mo.; **S. W. Arnold** (10%), 30% partner KIRK and **Sam M. Arnold** (40%), 10% partner KIRK. Post office address % Samuel A. Burk, P.O. Box 726 Kirksville, Mo. Filed Nov. 23.

Eatontown, N. J.—Harold M. Gade, 1410 kc 500 w daytime. Estimated construction cost $29,500, first year operating cost $5,000, revenue $30,000. Mr. Gade is employe of the U. S. Signal Corps Engineering Laboratory. Post office address P.O. Box 383, Monmouth Beach, N. J. Filed Nov. 24.

Honolulu, T. H.—Duke P. Kahanamoku & Irvin V. Willat, 1230 kc, 250 w unlimited. Estimated construction cost $15,139.46, first year operating cost $95,000, revenue $120,000. Principals in partnership include **Duke P. Kahanamoku,** stockholder KONA Honolulu and **Irvin V. Willat,** investor in realty and stock. Mr. Kahanamoku agrees to sell his 100 shares in KONA if permit is issued. Post office address 114 Royal Circle, Honolulu or 1414 Harper Ave., Hollywood, Calif. Filed Nov. 23.

APPLICATIONS AMENDED

Monte Vista, Colo.—San Luis Valley Bcstg. Co. amends application for new am station on 1240 kc, 250 w unlimited to specify 1490 kc. Filed Nov. 23.

Kane, Pa. — Northern Allegheny Bcstg. Co. amends bid for new am station on 960 kc, 250 w daytime to specify 1590 kc. Filed Nov. 27.

Tulia, Tex.—Clint Formby tr/as Tulia Bcstg. Co. amends application for new am station on 1370 kc, 1 kw daytime to specify 1260 kc. Filed Nov. 27.

Existing Am Stations . . .

ACTIONS BY FCC

WHBS Huntsville, Ala.—Huntsville Times Co. granted CP to change its daytime directional pattern, operating on 1550 kc, 500 w night, 5 kw daytime, directional unlimited. Granted Nov. 25.

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WJMW Athens, Ala.—Athens Bcstg. Co. granted modification of CP to change from 500 w daytime to 1 kw daytime on 730 kc. Granted Nov. 25.

KFAR Fairbanks, Alaska—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 660 kc 10 kw unlimited. Granted Nov. 25.

WOI Ames, Iowa—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 640 kc, 1 kw from 6:00 a.m. to local sunrise (CST). Granted Nov. 25.

KIYI Shelby, Mont.—Tri-County Radio Corp. granted CP to change from 1230 kc to 1240 kc, operating with 250 w unlimited. Granted Nov. 25.

WNYC New York, N. Y.—FCC granted extension of special service authorization for the period ending Jan. 31 to operate additional hours from 6:00 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10:00 p.m. (EST). Granted Nov. 25.

WHUN Huntingdon, Pa.—Joseph F. Biddle Pub. Co. granted modification of CP to increase power on 1150 kc from 500 w daytime to 1 kw daytime. Granted Dec. 2.

WKVM San Juan, P. R.—American Colonial Bcstg. Corp. granted CP to replace expired permit which authorized modification of CP to change transmitter location to Guaynabo, P. R., and change directional antenna system. Granted Nov. 25.

WOKE Oak Ridge, Tenn. — Air Mart Corp. granted modification of CP to change from 1290 kc, 1 kw daytime to 1290 kc, 500 w night, 1 kw daytime directional, unlimited. Granted Nov. 25.

KWBU Corpus Christi, Tex.—FCC granted extension of special service authorization for the period ending Jan. 31 for use of 1030 kc, 50 kw from local sunrise Boston to local sunset Corpus Christi. Granted Nov. 25.

APPLICATION

KVOX Moorhead, Minn.—KVOX Bcstg. Co. seeks CP to change from 1340 kc, 250 w unlimited to 1280 kc, 500 w night directional, 1 kw daytime. Filed Nov. 27.

New Fm Stations . . .

ACTIONS BY FCC

Berkeley, Calif.—Pacifica Foundation granted CP for new non-commercial educational fm station on ch. 207 (89.3 mc); ERP 150 w; antenna height above average terrain minus 100 ft. Granted Dec. 2.

Glendale, Calif.—Nicholas M. Brazy granted CP for new Class B fm station on ch. 246 (97.1 mc); ERP 58 kw; antenna height above average terrain 750 ft. Granted Nov. 25.

Existing Fm Stations . . .

ACTIONS BY FCC

KNEV Reno, Nev.—Everett B. Cobb granted modification of CP to change from 10.5 kw to 2.3 kw. Granted Nov. 25.

WMFD-FM Wilmington, N. C.—Richard Austin Dunlea granted CP to change ERP from 11 kw to 12 kw; antenna height above average terrain from 340 ft. to 280 ft. Granted Nov. 25.

WHAT-FM Philadelphia, Pa. — Independence Bcstg. Co. granted modification of CP to change antenna height above average terrain from 500 ft. to 290 ft. Granted Nov. 25.

WFAM-FM Altoona, Pa.—General Bcstg. Corp. granted modification of CP to change ERP from 140 w to 350 w; antenna height above average terrain from minus 54 ft. to minus 345 ft. Granted Nov. 25.

WHBT-FM Harriman, Tenn.—Harriman Bcstg. Co. granted modification of CP to change antenna height above average terrain from minus 160 ft. to minus 110 ft. Granted Nov. 24; announced Dec. 1.

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WJPB (FM) Fairmont, W. Va. — Fairmont Bcstg. Co. granted CP to change ERP from 4.8 kw to 2.8 kw, antenna height above average terrain from 240 ft. to 85 ft. Granted Nov. 25.

STATIONS DELETED

KGDM-FM Stockton, Calif.—E. F. Peffer granted request to cancel license and delete fm station on ch. 225. Deleted Nov. 25.

WROW-FM Albany, N. Y. — Hudson Valley Bcstg. Co. granted request to cancel CP and delete fm station on ch. 230. Deleted Nov. 25.

WSAI-FM Cincinnati, Ohio—Gordon Bcstg. Co. granted request to cancel CP, dismiss pending application for license and delete fm station on ch. 274. Deleted Nov. 25.

Ownership Changes . . .

ACTIONS BY FCC

WPFC Panama City, Fla.—Bay County Bcstg. Co. granted voluntary acquisition of positive control by E. L. Dukate through sale of 247 shares by Edward G. Holmes and 5 others to E. L. Dukate and 3 others for $28,405. Principals include President **E. L. Dukate** (56.6%), Vice President **W. D. Lanier** (26.8%), insurance and consumer finance, and **Eula D. Harris** (14.1%), housewife. Granted Nov. 25.

WDEC Americus, Ga.—Americus Bcstg. Co. granted transfer of control from W. G. Pearlman et al. to John E. Gilstrap Jr. et al. through sale of 142½ shares for $32,000. Principals include **John E. Gilstrap Jr.** (5.87%); **T. O. Marshall Jr.** (10.20%), attorney and banking; **Fred B. Bowen** (5.87%), farm machinery, and **Mrs. T. O. Marshall Sr.** (11.8%). Granted Nov. 25.

KIUL Garden City, Kan.—KIUL Inc. granted voluntary transfer of control to John P. Harris and 11 others through sale of all stock for $20,160. Principals include **J. P. Harris** (16%), **Sidney F. Harris** (13⅓%), **Sue Catherine Harris** (16%), **Virginia S. Harris** (13⅓%) and **Virginia Harris Rayl** (13⅓%). J. P. & S. F. Harris each own ⅓ of *Ottawa Herald*, Ottawa, Kan.; 40% *Chanute Tribune*, Chanute, Kan.; 25% *Burlington Hawk-Eye Gazette*, Burlington, Iowa; 20% of KBUR Burlington; stockholders of *Salina Journal* (KSAL) Salina, Kan., 12% KFBI Wichita, Kan. and 12.17% stockholders KTVH (TV) Hutchinson, Kan. Granted Nov. 25.

KSPI-AM-FM Stillwater, Okla.—Stillwater Pub. Co. granted involuntary transfer of control from Charles Bellatti (55%), deceased, to R. M. Bellatti, J. R. Bellatti and Mrs. Edith H. Bellatti, trustees of the estate. Granted Nov. 24.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. granted transfer of control to C. O. Fisher by transfer of 100 shares from father, C. H. Fisher. Consideration is transfer of C. O. Fisher's 50% interest in Oregon-Washington Broadcasters (KIHR), Hood River, Ore., 25 shares of Valley Construction Co., ⅓ of 50% partnership interest in co-partnership of C. H. Fisher & Son and to assume obligation of C. H. Fisher for $35,200. Total consideration approximately $85,896. Granted Nov. 25.

KIHR Hood River, Ore.—C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs. granted voluntary assignment of license to C. H. Fisher as part consideration (approximately $15,985) for purchase of KUGN-AM-FM Eugene, Ore., by C. O. Fisher. Granted Nov. 25.

KOIN-AM-FM-TV Portland, Ore.—Mount Hood Radio and Tv Bcstg. Corp. granted voluntary transfer of control to Theodore R. Gamble & Harvey S. Benson, trustees, and Samuel I. Newhouse Jr. and Mitzie E. Newhouse. S. I. Newhouse Jr. (33⅓%) and M. E. Newhouse exercise their option rights to acquire 50% interest for sale price of KGW-AM-FM Portland. KGW had dismissed competitive application for vhf ch. 6 in Portland. Approval is simultaneously sought for transfer of stock by original stockholders to voting trust. Granted Nov. 25.

APPLICATIONS

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. seeks voluntary acquisition of control by Wm. Ross Beard and Melvin P. Spann through sale by Beloit Taylor of 300 shares to Mr. Beard for $10,000. Mr. Beard will give Mr. Spann 250 shares. Filed Nov. 20.

KGAL Redlands, Calif.—Bernard Corren, Saul Levine & A. Milton Miller d/b as Southwest Bcstg. Co. seeks voluntary assignment of CP to company of the same name. No consideration is involved as each partner retains ⅓ interest in new company. Filed Nov. 25.

WMOC Covington, Ga.—WMOC Inc. seeks voluntary assignment of license and CP to Georgia Bcstg. Service Inc. for $22,000 plus rental at $600 per year. Principals include President **James L. Coley** (16.6%), president WRFS-AM-FM Alexander City, Ala.; Vice President **Charles H. Whatley** (16.6%), retail radio-tv dealer; Treasurer **James W. Whatley** (16.6%), general manager WRFS; Secretary **S. S. Wilbanks** (16.6%) and **Julia C. Duncan** (16.6%), vice president WRFS. Filed Nov. 19.

KFXD-TV Nampa, Idaho—Frank Hurt & Son Inc. seeks assignment of CP for vhf ch. 6 to Idaho Bcstg. & Tv Co. (KGEM, KTVI-TV Boise). Consideration is the no charge made to KFXD-TV by KTVI-TV for use of its equipment during interim operation from June 17 to August 12, 1953. Filed Nov. 16.

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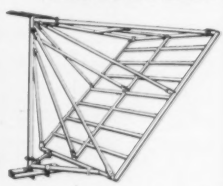

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WTOK Meridian, Miss.—Meridian Bcstg. Co. seeks voluntary assignment of license to parent corporation Southern Tv Corp. Meridian Bcstg. will be dissolved. Filed Nov. 27.

WEBR Buffalo, N. Y.—WEBR Inc. seeks voluntary assignment of control to William J. Conners III through bequeathal of 51% of interest upon death of his father William J. Conners Jr. Filed Nov 23.

WLEU Erie, Pa.—Commodore Perry Bcstg. Service Inc. seeks voluntary acquisition of control of licensee corporation by Owen K. Murphy through issuance of new stock and purchase of 12½% interest from Rowland Murphy for $1,472.88. Mr. Murphy will now own 51%. Messrs. P. D. Cook, Hugh H. Stout and P. D. Cook Jr. will each own 16.3% interest. Filed Nov. 19.

WVPO Stroudsburg, Pa.—Pocono Bcstg. Inc. seeks voluntary transfer of control to Empire Newspapers-Radio Inc. through reorganization of 5 companies now controlled by James H. Ottaway and family. Reorganization involves exchange of capital shares of the five corporations for purpose of establishing one operating holding company with the 4 other companies as wholly owned subsidiaries. Filed Nov. 23.

WFBC-AM-FM Greenville, S. C.—Blue Ridge Radio Corp. seeks voluntary assignment of license to Carolina Tv Inc. (WGCT [TV]). Purpose of assignment is to carry out provisions of merger agreement whereby WFBC acquired 39% interest in WGCT (TV) in exchange for dismissing its competitive bid. Filed Nov. 24.

KROD-AM-TV El Paso, Tex.—Roderick Bcstg. Corp. seeks voluntary assignment of license to El Paso Times Inc. for $1,450,000. Purpose of the sale is to consolidate business interests of Dorrence D. Roderick and his family who own more than 75% of KROD and of the *El Paso Times*. Filed Nov. 17.

KGKL San Angelo, Tex.—Lewis O. Seibert seeks voluntary assignment of license to Angelo Bcstg.-Telecasting Inc. No consideration involved as Seibert will own 99.98% of new corporation. Filed Nov. 23.

WLDY Ladysmith, Wis.—Flambeau Bcstg. Co. seeks voluntary transfer of control to M & N Bcstg. Co. (WIGM Medford, WPFP Park Falls, Wis.) through sale of all stock for $50,000. Principals include President **Charles H. Nelson** (33.3%), Vice President **Lucie Spence Murphy** (10%), Secretary-Treasurer **Harold R. Murphy** (46.7%) and **Harvey J. Kitz** (10%). Filed Nov. 20.

KLUK Evanston, Wyo.—Melvin E. Whitmire & Edwin L. Bullis d/b as Advertising Enterprises Ltd. seek voluntary assignment of license to Edwin L. Bullis tr/as Advertising Enterprises Ltd. through sale by Mr. Whitmire of 50% interest for $3,000. Mr. Bullis will now be sole owner. Filed Nov. 23.

Hearing Cases . . .

INITIAL DECISION

Tampa, Fla.—New Tv, vhf ch. 13. FCC hearing examiner Basil P. Cooper issued initial decision looking toward the grant of the application of Tampa Times Co. (WDAE) for construction permit for new tv station on ch. 13; and denial of the competing applications of Orange Television Broadcasting Co. and Tampa Television Co. Action Dec. 2.

OTHER ACTIONS

KRLW Walnut Ridge, Ark.—Southern Baptist College. Comr. Robert T. Bartley granted petition to dismiss without prejudice its application for CP to change from 1320 kc to 730 kc and increase overall height of antenna. Action Nov. 24.

Stockton, Calif.—Vhf ch. 13 proceeding; Radio Diablo Inc., KXOB. FCC designated for consolidated hearing applications for ch. 13; said hearing to commence on Dec. 24; denied request of Radio Diablo Inc. of Nov. 24 to dismiss application of KXOB, and denied requests of KXOB and Radio Diablo of Oct. 21 and Oct. 23, 1953, respectively, to include an issue drawn under Sect. 307(b); and further ordered that issues in this proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to the proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to Radio Diablo Inc. will give reasonable assurance that the proposals set forth in its application will be effectuated." Action Nov. 25.

WIBW Belleville, Ill.—Belleville Bcstg. Co. is being advised that its application to change facilities from 1060 kc, 250 w daytime to 1260 kc, 1 kw daytime indicates necessity of hearing. Action Dec. 2.

Edwardsville, Ill., Washington, Mo.—Comr. Robert T. Bartley granted petition of Edwardsville Bcstg. Co. for dismissal without prejudice of its application for 1260 kc, 1 kw daytime at Edwardsville and retained in hearing docket application of Franklin County Bcstg. Co. for 1260 kc, 500 w daytime. Action Nov. 25.

WLOI La Porte, Ind.—La Porte County Bcstg. Co. FCC ordered licensee to show cause why there should not be issued order revoking its license, because of non-compliance with Commission's rules pertaining to filing of annual ownership reports; further ordered that hearing will be held in Washington on Jan. 18, in order to determine whether said order of revocation should be issued. Action Nov. 25.

Fm Allocations—FCC by order finalized rule-making of Oct. 15 and amended the Revised Tentative Allocation Plan for Class B fm stations as follows: Add ch. 239 to De Land, Fla., and delete same from Lakeland, Fla.; add ch. 250 to Huntsville, Ala., and delete ch. 250 from Birmingham, Ala., and ch. 251 from Chattanooga, Tenn. Action Nov. 25.

New Orleans, La.—Vhf ch. 4 proceeding. FCC designated for hearing on Dec. 31 applications of WWL, WTPS and WNOE for new tv station on vhf ch. 4; the issues in the proceedings may be enlarged by examiner, on his own motion or on petition properly filed by a party to the proceeding and upon sufficient allegations of fact in support thereof, by addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 2.

St. Louis, Mo.—Vhf ch. 11 proceeding. FCC designated for hearing applications of WEW, KMOX, St. Louis Amusement Co. and 220 Tv Inc. for vhf ch. 11; said hearing to commence on Dec. 31; further ordered that issues in proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 2.

Multiple Ownership Rules Amended — FCC amended its multiple ownership rules covering commercial broadcast stations to preclude any party, or any of its stockholders, officers or directors, having an interest in more than 7 am stations, or 7 commercial fm stations, or 5 commercial tv stations. Rules will become effective 30 days after publication in *Federal Register*. See story B•T, Nov. 30, and text in FOR THE RECORD this issue. Action Nov. 27.

Mansfield, Ohio—Uhf ch. 36 proceeding. FCC designated for hearing on Dec. 31 applications of Mansfield Journal Co. and Fergum Theatres Inc. for new tv station on uhf ch. 36; that the issue in the proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to the proceeding and upon sufficient allegations of fact in support thereof, by addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 2.

KPAM Portland, Ore.—Broadcasters Oregon Ltd. is being advised that its application to increase hours of operation on 1410 kc with 1 kw, from daytime to unlimited, directional night, indicates necessity of hearing. Action Dec. 2.

Franklin, Corry, Pa.—Comr. Robert T. Bartley granted petition of Venango Bcstrs. insofar as it requests dismissal without prejudice of its application for 1370 kc, 500 w daytime at Franklin and removed competitive Rennekamp application for Corry, Pa. from hearing docket. Action Nov. 25.

Proposed Rule Making Affecting 1540 kc—FCC proposed rule making which would add 1540 kc to list of channels to which 1-B am stations may be assigned, under the terms of the North American Regional Broadcasting Agreement, for the purpose of establishing a station on that frequency at Waterloo, Iowa. Comments will be received on or before Dec. 31, 1953. By order the Commission placed in pending file the application of J. W. Furr for Mod. of CP to specify transmitter site and antenna system for station WHER to operate on that channel with 10 kw daytime at Columbus, Miss., pending the outcome of the above proceeding; and dismissed petitions of Josh Higgins Bcstg. Co. (KXEL), Waterloo, Iowa, and Furr in other particulars. It also placed in pending file application of Radio Mid-Columbia Inc., for new am station on 1540 kc, 1 kw, unlimited at The Dalles, Oreg., and application of The Kettle-Moraine Bcstg. Co., Hartford, Wis., to move station WTKM to Fort Atkinson, Wis., and continue operation on 1540 kc but with 250 w daytime instead of 500 w daytime. Action Nov. 25.

WMRC-AM-FM Greenville, S. C.—Textile Bcstg. Co., granted authority to remain silent an additional period of 60 days from Nov. 25, pending action on assignment of license application and consummation thereof. Station not to resume broadcasting without prior authorization after assignment of license. Action Nov. 25.

Three Additional Noncommercial Tv Channels Proposed for Tenn.—On petition by Tennessee Educational Television Commission filed Oct. 27, the Commission adopted Notice of Proposed Rule Making, to amend Section 3.606 of Table of Tv Assignments, so as to assign ch. 11 to Lexington, Tenn., ch. 7 to Rock Island, Tenn., and ch. 2 to Sneedville, Tenn. for noncommercial educational use. The following change with respect to the offset carrier requirement only would be required as a result of assigning ch. 11 to Lexington: Meridian, Miss., from 11 to 11 minus. Comments may be filed on or before Dec. 31, 1953. Action Nov. 25.

Tv Assignments—FCC adopted report and order in rule making proceeding initiated Aug. 27 looking toward amendment of television channel assignments in the Minnesota-Michigan area. It amended its Table of Television Assignments to make the following changes: Add ch. 13 minus to Bemidji, Minn.; Substitute ch. 11 for ch. 13 minus in Fargo, N. Dak.; Add ch. 12 minus to Ironwood, Mich.; Substitute ch. 33 minus for ch. 12 minus in Iron River, Minn.; Change the ch. 11 assignment at International Falls, Minn. to 11 plus. These rule making proceedings were initially based on proposals to assign ch. 10 to Virginia, Minn., and ch. 12 to Duluth, Minn.-Superior, Wis. A counterproposal had been filed requesting the assignment of ch. 10 to Duluth. Commissioner Webster voted to deny all proposals and counterproposals. Commissioner Doerfer dissented. Action Dec. 1.

Tv Transmitter Rules Amended—FCC by report and order, amended Section 3.687 of the rules relating to the operation of television transmitters, as follows: (a) Add footnote designator 28a at the end of subsection (a) (2). (b) Insert footnote 28a in its proper place to read as follows: Television stations shall have until July 1, 1954, for compliance with the requirements of this subparagraph with respect to attenuation of the upper sidebands. Action Nov. 25.

KBOR Brownsville, Tex.—Brownsville Bcstg. Co., granted CP to make changes in nighttime directional antenna, operating on 1600 kc, 1 kw unlimited, directional. Granted Dec. 2.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. FCC ordered licensee to show cause why there should not be issued order revoking its license, because of non-compliance with Commission's rules pertaining to filing of Annual Ownership Reports; further ordered that hearings will be held in Washington on Jan. 18, in order to determine whether said Order of Revocation should be issued. Action Nov. 25.

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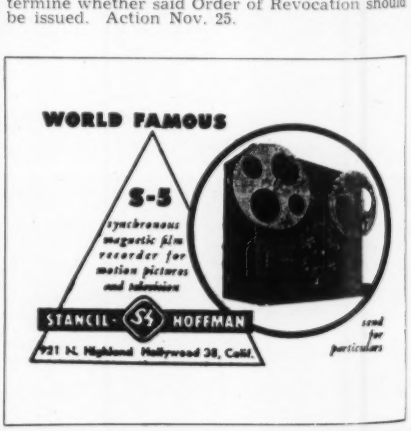


Milwaukee, Wis.—Vhf ch. 12 proceeding. FCC designated for hearing on Dec. 31 applications of WFOX, WEMP, Milwaukee Area Telecasting Corp. and Kolero Telecasting Corp. for new tv station on vhf ch. 12; the issue in the proceeding may be enlarged by Examiner, on his own motion or on petition properly filed by a party to the proceeding and upon sufficient allegations of fact in support thereof, by addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 2.

Routine Roundup . . .

November 25 Decisions

BY THE COMMISSION EN BANC

McFarland Letter

WHFB (TV) Benton Harbor, Mich., Palladium Pub. Co. — Is being advised that application (BMPCT-1426) for additional time to construct tv station (ch. 42) cannot be granted on basis of present information; permittee is afforded opportunity to reply.

Phil Bird, Lawton Bcstg. Co., Lawton, Okla.—Are being advised that their applications for new am stations to operate on 1600 kc, 1 kw, unl. (Bird with DA-2, Lawton with DA-1) are mutually exclusive and indicate necessity of hearing (BP-9018, 8840).

Renewal of License

The following stations were granted renewal of licenses for regular period:

KALI Pasadena, Calif.; KCHJ Delano, Calif.; KBIF Sanger, Calif.; KDB Santa Barbara, Calif.; KIBS Bishop, Calif.; KPOL Los Angeles; KSYC Yreka, Calif.; KVSM San Mateo, Calif.; KWKW Pasadena, Calif.; KUTE Glendale, Calif.; WNRC New Rochelle, N. Y.; KTUR Turlock, Calif.; KAUS Austin, Minn.; KRUX Glendale, Ariz.; KLVL Pasadena, Tex.; WBIS Bristol, Conn.; KVWO Cheyenne, Wyo.

November 27 Decisions

BY THE COMMISSION EN BANC

Application Returned

KSTM-TV St. Louis, Mo., Broadcast House Inc. —Is being advised that application for CP for tv station to operate on ch. 11 in East St. Louis, Ill., is not acceptable for filing, and same is being returned. (Applicant has CP to operate on ch. 36 in St. Louis.)

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Merchants & Farmers Station, Raleigh, N. C.—Granted petition for leave to amend its application (Docket 10406; BP-8379) so as to specify 570 kc in lieu of 1440 kc, and for removal of amended application from hearing docket.

Mid-Continent Television Inc., KAKE Bcstg. Co., Wichita, Kan.—Granted petition of Mid-Continent for extension of time to Dec. 10, 1953, within which to file exceptions to initial decision in re applications for tv ch. 10 (Docket 10262; BPCT-964 and Docket 10263; BPCT-700).

By Examiner James D. Cunningham

Gave notice of pre-hearing conference to be held in Washington beginning Dec. 1, 1953, at 2 p.m. in re applications of KTRH Bcstg. Co., Houston Area Television Co., Houston Television Co., and Tv Bcstg. Co. of Houston, applicants for tv ch. 13 in Houston, Tex. (Docket 8796 et al) (Action of 11/25/53).

WSAV Inc., WJIV-TV Inc., Savannah, Ga.—Granted joint petition for extension of time to Dec. 14 and 28, respectively, in which to file proposed findings and briefs in re their tv applications for ch. 3.

By Examiner Millard F. French

Chief, Safety & Special Radio Services Bureau —Granted motion for continuance of hearing from Dec. 1 to Dec. 11, 1953, in matter of order to show cause why license of Robert V. H. Sugden, Yuma, Ariz., for Special Industrial Station KOG-285 should not be revoked (Docket 10740). (Action of 11/24/53).

Murphy Bcstg. Co., Des Moines, Iowa—Granted petition by Murphy Bcstg. Co., for leave to amend its tv application for ch. 8 (Docket 8900; BPCT-370), so as to show substitution of William C. Findley as director in lieu of Mrs. Katherine Murhy, and change address of Mr. and Mrs. Kingsley H. Murphy Jr. (Action of 11/23/53).

By Examiner Claire W. Hardy

Petersburg Television Corp., Southside Virginia Telecasting Corp., Petersburg, Va.—Ordered that hearing and conference scheduled to commence on Nov. 27 be rescheduled to commence Nov. 30, 1953, at 9 a.m., in re applications for tv ch. 8 (Dockets 10737-38).

Southern Bcstg. Service, Memphis, Tenn. — Granted petition for leave to amend its application (Docket 10549; BP-8802), to specify its proposed studio location.

By Examiner Annie Neal Huntting

Commodore Perry Bcstg. Service, Erie, Pa.—Postponed hearing scheduled for Nov. 24 to Dec. 1, 1953, in re application for ch. 66 (Docket 10615; BPCT-1283).

By Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.; Red River Bcstg. Co., Duluth, Minn.—Granted petition of Head of the Lakes for leave to amend its application (Docket 10289; BPCT-621) for tv ch. 3, to change main studio location from Superior, Wis., to Duluth, Minn.

By Examiner Hugh B. Hutchison

The Radio Station KFH Co., Taylor Radio & Television Corp., Wichita Television Corp. Inc., Wichita, Kan.—Granted joint petition for extension of time from Nov. 30 to Dec. 8, 1953, within which to file second portion of proposed findings re their tv applications for ch. 3; and time within which to file third portion of proposed findings was extended to and including Dec. 22, 1953 (Dockets 10259-61).

By Examiner H. Gifford Irion

Gulf Coast Bcstg. Co., Baptist General Convention of Texas, Corpus Christi, Tex.—Continued consolidated hearing on tv ch. 6, from Nov. 27 to Dec. 4, 1953 (Dockets 10559-60).

November 30 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request modification of CP for extension of completion date as indicated:

WORZ Orlando, Fla., Central Fla. Bcstg. Co.; KFSA-TV Fort Smith, Ark., Southwestern Pub. Co., to 1/31/54; KBIC-TV Los Angeles, Calif., John Poole Bcstg. Co., to 6/15/54; KDEN(TV)) Denver, Colo., Empire Coil Co., to 7/1/54; KONA (TV) Honolulu, Radio Honolulu Ltd., to 6/23/54; WINT (TV) Waterloo, Ind., Tri-State Tv Inc., to 6/15/54; WBAL-TV Baltimore, The Hearst Corp., to 6/22/54; KMMT (TV) Austin, Minn., Minn.-Iowa Tv Co., to 5/25/54; WRTV(TV) Asbury Park, N. J.; Atlantic Video Corp., to 2/1/54; WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc., to 5/26/54; WRNY-TV Rochester, N. Y., Genesee Valley Tv, to 6/1/54.

CP To Replace Expired CP

WBCK-TV Battle Creek, Mich., Mich. Bcstg. Co.—CP to replace expired CP (BPCT-1076) as mod., which authorized new station. (BPCT-1807).

APPLICATIONS RETURNED

CP for Am

Jack W. Hawkins and Barney H. Hubbs, Cortez, Colo.—CP for new am to be operated on 740 kc with power of 250 w and daytime hours of operation.

Salina Bcstg. Co., Salina, Kan.—CP for new am to be operated on 1310 kc with power of 1 kw and daytime hours of operation.

WBOY Inc., Garden City, Mich.—CP for new am to be operated on 1570 kc with power of 250 w and daytime hours of operation.

Authority to Determine Power

KVFD Fort Dodge, Iowa, Northwest Bcstg. Co. —Authority to determine operating power by direct measurement of ant. power.

Renewal of License

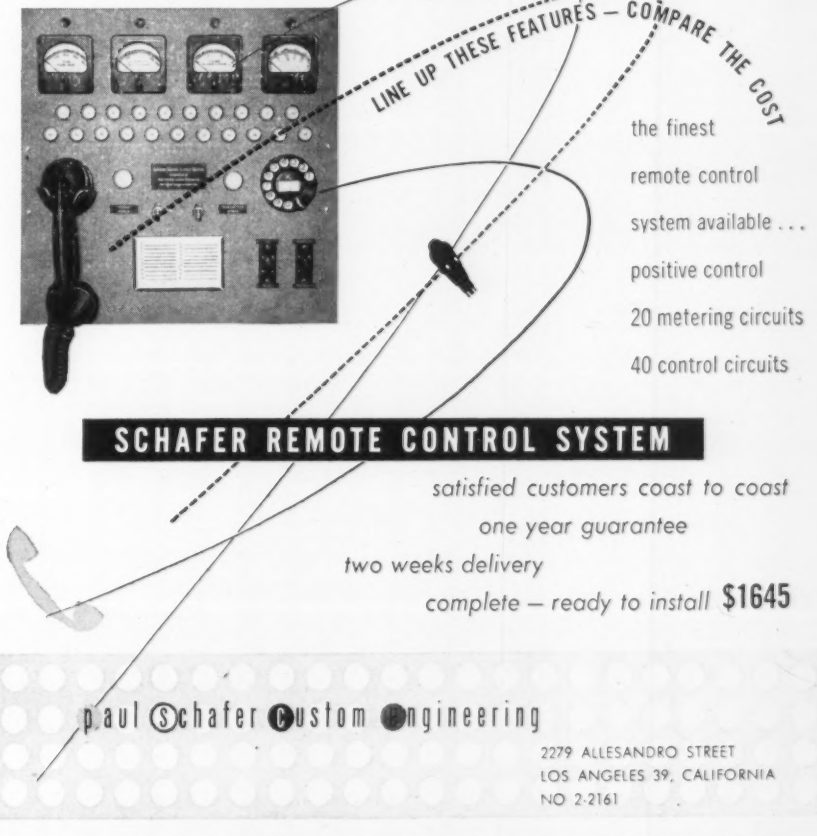
Following stations request renewal of license:

KAWT Douglas, Ariz., Carleton W. Morris (BR-1394); WBSR Pensacola, Fla., WBSR Inc. (BR-1325); WSPB Sarasota, Fla., WSPB Inc. (BR-1035); KULA Honolulu, T. H., Pacific Frontier Bcstg. Co. Ltd. (BR-1703); WAOV Vincennes, Ind., Vincennes Sun Co. (BR-1098); WHKP Hendersonville, N. C., Radio Hendersonville Inc. (BR-1405); KSGA Cottage Grove Ore., Coast Fork Bcstg. Co. (BR-2850); KGAL Lebanon, Ore., Linn County Bcstg. Co. (BR-2619); KMED Medford, Ore., Radio Medford Inc. (BR-83); KWRC Pendleton, Ore., Western Radio Corp. (BR-1159); KRCO Prineville, Ore., Radio Central Ore. (BR-2422); KBKW Aberdeen, Wash., KBKW Inc. (BR-2333); KLOG Kelso, Wash., Northwest Public Services Inc. (BR-2355); KRKL Kirkland, Wash., W. A. Chamness and L. N. Ostrander d/b as East Side Bcstg Co. (BR-1932); KWSC Pullman, Wash., State College of Wash. (BR-58); KTW Seattle, Wash., The First Presbyterian Church of Seattle (BR-64); KNEW Spokane, Wash., Inland Empire Bcstg. Co. (BR-1791); KTEL Walla Walla, Wash., Walla Walla Bcstg. Co. (BR-1359); KWRL Riverton, Wyo., Joseph P. Ernst (BR-2097).

Remote Control

Following stations request to operate transmitters by remote control:

WETO Gadsden, Ala., Gadsden Radio Co. (BRC-233; KROX Crookston, Minn., Crookston Bcstg. Co. (BRC-234); WSKY Asheville, N. C. Radio Asheville Inc. (BRC-235); KTOW Oklahoma City, Okla., Sooner Bcstg. Co. (BRC-231); KHBG Okmulgee, Okla., Okmulgee Bcstg. Corp. (BRC-232).



FOR THE RECORD

December 1 Decisions

BY THE BROADCAST BUREAU

Actions of November 25

Granted License

WGVE Gary, Ind., School City of Gary, Ind.—Granted license for noncommercial educational fm station; ch. 201 (88.1 mcs); 10 watts (BLED-142).

KIBE Palo Alto, Calif., Sundial Bcstg. Corp.—Granted license covering change in daytime power and installation of new trans.; 1220 kc, 1 kw-D (BL-5145).

Granted CP

KPDQ Portland, Ore., John W. Davis—Granted CP covering installation of new trans. (BP-9086).

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—Granted CP to install new trans. (BP-9075).

WBCK-TV Battle Creek, Mich., Mich. Bcstg. Co.—Granted CP to replace expired CP (BPCT-1076) as mod., which authorized new tv station on ch. 58; completion date 3/1/54 (BPCT-1807).

Modification of CP

WSTN St. Augustine, Fla., Saint Augustine Bcstg. Co.—Granted mod. CP for change in type of trans.; engineering condition (BMP-6355).

The following were granted mod. CPs for extension of completion dates as shown:

WEMR Emporium, Pa., to 1/30/54; WBEL Beloit, Wis., to 2/15/54; engineering conditions; KCBH Los Angeles, to 3/31/54; WRTV (TV) Asbury Park, N. J., to 2/1/54; WRNY-TV Rochester, N. Y., to 2/1/54; KBIC-TV Los Angeles, to 6/15/54; KMMT (TV) Austin, Minn., to 5/25/54.

KLIK Jefferson City, Mo., Empire Bcstg Co.—Granted mod. CP to change type of trans.; engineering condition (BMP-6365).

Actions Taken November 24

Granted License

WBTO Linton, Ind., The Linton Bcstg. Co.—Granted license for am station; 1600 kc, 500 w-D (BL-5143).

WAJF Decatur, Ala., J. B. Falt Jr.—Granted license for am station; 1490 kc, 250 w, unl. (BL-5141).

WNEB Worcester, Mass., New England Bcstg. Co.—Granted license covering installation of old main trans. as auxiliary trans. (BL-5150).

KTTS Springfield, Mo., Independent Bcstg. Co.—Granted license covering mounting of tv ant. on top of am tower (BL-5146).

WCAW Gardner, Mass., The Gardner Bcstg. Co.—Granted license covering change in frequency to 1340 kc (BL-5149).

Modification of CP

WMVP Mt. Vernon, Ohio, The Mt. Vernon Bcstg. Co.—Granted mod. CP to change type trans.; engineering conditions (BMP-6370).

WMTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co.—Granted mod. CP to change type trans. and specify studio location; engineering condition (BMP-6361).

The following were granted mod. CPs for extension of completion dates as shown:

WNEL San Juan, P. R., to 2/18/54, engineering condition; WSPN Saratoga Springs, N. Y., to 1/1/54; WOR-TV New York, to 1/1/54; WCNO-TV New Orleans, La., to 5/30/54;; WTAR-TV Norfolk, Va., to 6/1/54.

WEMR Emporium, Pa., Elk-Cameron Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6363).

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.—Granted mod. CP for extension of completion date to 1/17/54 (BMPCT-1572).

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.—Granted mod. CP for extension of completion date to 1/15/54 (BMP-6356).

Granted CP

WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—Granted CP to change trans. location and install new ant. system; engineering condition (BP-9050).

Granted Authority

WBAA W. Lafayette, Ind., Purdue U.—Granted authority to remain silent on Christmas and New Year's Day, Dec. 25, 1953, and Jan. 1, 1954, respectively.

Action of November 20

Modification of License

KNOE Monroe, La., James A. Noe—Granted mod. license to change studio location; engineering condition (BML-1565).

December 1 Applications

ACCEPTED FOR FILING

Modification of CP

KEAR San Mateo, Calif., Bay Radio Inc.—Mod. CP (BP-8514) which authorized increase power, installation of new trans. and change to directional ant. day and night, to change type of trans. (BMP-6377).

ML-5681—coaxial terminal tube for high-power AM and TV transmitting facilities.

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via GraybaR

Following stations request mod. CP for extension of completion date as indicated:

WJEF-FM Grand Rapids, Mich., Fetzer Bcstg. Co.; WKNE-TV Keene, N. H., WKNE Corp., to 6/22/54; WFBG-TV Altoona, Pa., The Gable Bcstg. Co., to 6/30/54; KGNC-TV Amarillo, Tex., Globe-News Pub. Co., to 6/8/54.

CP To Install New Transmitter

WCSI Columbus, Ind., Syndicate Theatres Inc.—CP to install new trans., change studio location and remove fm ant. from am tower (BP-9087 resubmitted).

License To Cover CP

WEKY Richmond, Ky., Dages I. Boyle—License to cover CP (BP-8505) as mod., which authorized new station (BL-5147).

WARB Covington, La., A. R. Blossman Inc.—License to cover CP (BP-8323) as mod., which authorized new station (BL-5147).

KCHR Charleston, Mo., South Mo. Bcstg. Co.—License to cover CP (BP-8625) as mod., which authorized new station (BL-5152).

KSMO Salem, Mo., "Show-Me" Bcstg. Co.—License to cover CP (BP-8765) as mod., which authorized new station (BL-5154).

WNOS-FM High Point, N. C., The North State Bcstg. Co.—License to cover CP (BPH-1756) as mod., which authorized new station (BLH-933).

Renewal of License

Following stations request renewal of license: WTHI-FM Terre Haute, Ind., Wabash Valley Bcstg. Corp. (BRH-519); WCOD (FM) Richmond, Va., Havens & Martin Inc. (BRH-512); WDIG Dothan, Ala., Houston Broadcasters (BR-1557); KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc. (BR-1087); WNAB Bridgeport, Conn., WNAB Inc. (BR-1139); WNER Live Oak, Fla., Norman O. Protsman (BR-2313); WBHF Cartersville, Ga., W. R. Frier (BR-1297); KWCJ Natchitoches, La., Natchitoches Bcstg. Co. (BR-1540); WNAT Natchez, Miss., Old South Bcstg. Co. (BR-2387); KWBE Beatrice, Neb., Blue Valley Bcstg. Co. (BR-2290); WCTC New Brunswick, N. J., Chanticleer Bcstg. Co. (BR-1422); WKIP Poughkeepsie, N. Y., Dutchess County Bcstg. Corp. (BR-1063); KGFF Shawnee, Okla., KGFF Bcstg. Co. (BR-461); KQRE Eugene, Ore., Lane Bcstg. Co. (BR-92); KUGN Eugene, Ore., KUGN Inc. (Resubmitted) (BR-1271); KUIN Grants Pass, Ore., Southern Ore. Bcstg. Co. (BR-1039); KMCM McMinnville, Ore., Yamhill Bcstrs. Inc. (BR-2308); WJPA Washington, Pa., Washington Bcstg. Co. (BR-1173); KCTI Gonzales, Tex., Gonzales Bcstg. Co. (BR-1849); KCLX Colfax, Wash., Whitman County Bcstrs. (BR-2462); KOMW Omak, Wash., KOMW Inc. (BR-1778); KWNW Wenatchee, Wash., Wenatchee Bcstrs. (BR-1982).

Remote Control

WLIL-FM Lenoir City, Tenn., Author Wilkerson Lumber Co.—301-A operation by remote control (BRH-64).

December 2 Decisions

BY THE COMMISSION EN BANC

McFarland Letter

KPAM Portland, Ore., Bcstrs. Ore. Ltd.—Is being advised that application (BP-8852) to increase hours of operation on 1410 kc with 1 kw, from D to unl., DA-N, indicates necessity of hearing.

WIBW Belleville, Ill., Belleville Bcstg. Co.—Is being advised that application (BP-6480) to change facilities from 1060 kc, 250 w, D, to 1260 kc, 1 kw, D, indicates necessity of hearing.

Renewal of License

The following stations were granted renewal of license on regular basis:

KOBK Owatonna, Minn.; KCYL Lampasas, Tex.; WRXO Roxboro, N. C.; KJIM Beaumont, Tex.; KDON-Aux. Salinas, Calif.; KCNY San Marcos, Tex.; KBIO Burley, Idaho; KTUR Turlock, Calif.

December 2 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion date as indicated:

KAVR Victorville, Calif., Apple Valley Bcstg. Co.; WATR-TV Waterbury, Conn., WATR Inc., to 6/29/54; WCKG (TV) New Orleans, La., CKG Tv Co., to 6/1/54; WKNX-TV Saginaw, Mich., Lake Huron Bcstg. Corp., to 2/2/54; WIL-TV St. Louis, Mo., Mo. Bcstg. Corp., to 6/29/54.

Harry Hayman, Morningside, Md.—Mod. CP (BP-8851) which authorized new am, for approval of ant., trans. and studio location as on farm of Duvall B. Evans off Walters Lane, 0.4 mile N. of Morningside (BMP-6379).

Renewal of License

Following stations request renewal of license: KERN Bakersfield, Calif., McClatchy Bcstg. Co. (BR-49); KIEM Eureka, Calif., Redwood Bcstg. Co. (BR-818).

MILESTONES

► WGBF Evansville, Ind., celebrated its 30th anniversary last month with a two-hour live program featuring station talent and guests. Founded in 1923 by the Finke Furniture Co. as Evansville's first station, WGBF was taken over in 1928 by Evansville-On-The-Air Inc., now On The Air Inc. Martin L. Leich is general manager of the NBC affiliate, represented by Weed & Co.

► J. E. McCONNELL, board chairman of McConnell, Eastman & Co. Ltd., marked 50 years in the advertising agency business last month. In 1903 he started his own agency at London, Ont., where McConnell, Eastman & Co., still has its head office, with branches throughout Canada.

►THE *Cleveland Press*, celebrating its 75th anniversary last month, was presented a giant birthday cake by WTAM there on the two-hour show, *Morning Bandwagon*. Louis B. Seltzer, editor, represented the *Press*. Lloyd Yoder, WTAM general manager, made the presentation.

► CBS RADIO's *Ma Perkins* serial (Mon.-Fri., 1:15-1:30 p.m. EST) celebrated its 20th anniversary as a network show last Friday. During the period it has been sponsored continuously by Procter & Gamble, with the three actors who originated the three leading characters still playing the same roles.

► R. C. SMITH & SON Ltd., Toronto advertising agency, celebrated its 40th anniversary last month. Adam F. Smith, son of the founder, is president; Alec Phare is general manager and partner.

► MacLAREN ADVERTISING Ltd., Toronto, has marked its 30 years in business with a booklet on "How Advertising Happens." The booklet tells how the agency was formed by president Jack MacLaren, while on the golf links in June 1929, then relates how the agency grew to its present position as one of the largest in Canada, handling a substantial amount of the total Canadian radio and television advertising.

► WIP Philadelphia aired its 5,000th broadcast of Dawn Patrol Nov. 30. The all-night, all-request show was launched in December 1938 and put the station on a 24-hour-a-day, seven-day-week schedule for the first time. Joe McCauley, m.c., has played a large percentage of the 385,000 selections broadcast since the show began, according to the station.

► CLIFFORD C. HARRIS, technical supervisor, WIP Philadelphia, has marked his 20th anniversary with the station. He is known for his engineering work in civil defense, being instrumental in setting up Conelrad in the Philadelphia area. As chief engineer at WIP, he supervised installation of the control room transmitter, designing some of the equipment himself.

►GERTRUDE BERG, radio-tv personality, completed 24 years in radio last month with broadcast of her weekly program, *House of Glass* (NBC Radio, 9:35-10 p.m. EST). Mrs. Berg made her writing and acting debut on NBC Nov. 20, 1929, in *The Goldbergs*.

Boxscore on Competitive Tv Hearings at FCC as of Nov. 30

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIGNATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AMARILLO, TEXAS								See	None		None	D-10704 & D-10705 dismissed
(Examiner Hardy)	Plains Empire B/cing Co.	7	10705	9-30-53	10-30-53	10-30-53		Remarks	Required	11-9-53	Filed	without prejudice 11-3-53;
												Record closed 10-[illegible]-53 except
												for receipt of exhibits and
												1 stimulation; Waiting Final
												Decision
ATLANTA, GEORGIA									None		None	D-8819 dismissed without prej.
(Examiner Hutchison)	Robert W. Rounsaville	36	10676	9-2-53	10-2-53	10-2-53	10-14-53	10-14-53	Required	10-19-53	Filed	10-6-53; Final Dec'n. issued
												11-20-53
BATON ROUGE, LA.	Louisiana Television B/cing Corp.		10550									Hearing conference cont'd.
(Examiner Huntting)	Southern TV Co. of Baton Rouge	2	10551	6-17-53	7-17-53		Indefinitely					indefinitely pending Comm.
												action on pet'n. for review
BEAUMONT-PORT ARTHUR, TEXAS	Port Arthur College		10285	7-11-52								
(Examiner Huntting)	Smith Radio Company	4	10352	11-26-52	12-15-52	5-6-53	Indefinitely					
	The Enterprise Company		10286									
	Beaumont B/cing Corp.	6	10287	7-11-52	11-17-52	11-17-52		3-11-53	Filed	7-22-53	Filed	Reply to Exceptions filed b
	KTRM, Inc.		10288						5-25-53		9-1-53	D-10288 on 9-14; Oral argu-
												ment held 11-10; Waiting
												Final Decision
BINGHAMTON, NEW YORK	Southern Tier Radio Service, Inc.		10681									
(Examiner Butts)	Ottaway Stations, Inc.	40	10682	9-9-53	10-9-53	10-9-53	1-18-54					
	The Binghamton B/cers, Inc.		10683									
CAMDEN, NEW JERSEY-PHILADELPHIA, PENN.												
(Examiner Donahue)	South Jersey B/cing Co.	17	10657	8-26-53	9-25-53		12-18-53					
	Patrick Joseph Stanton		10658									
CANTON, OHIO	Brush-Moore Newspapers, Inc.		10272	7-11-52								
(Examiner Litvin)	Stark B/cing Corp.	29	10273	7-11-52	10-1-52	8-17-53	12-7-53					
	Tri-Cities Telecasting, Inc.		10606	7-29-53								
CHARLESTON, WEST VA.	Capital Television, Inc.		10728									12-1-53 exchange of info.
(Examiner Poindexter)	The Tierney Co.	8	10729	10-14-53	11-13-53	11-13-53	12-16-53					
CHATTANOOGA, TENNESSEE	WDOD B/cing Corp.		10438						See A			
(Examiner Bond)	Mountain City TV, Inc.	3	10439	3-18-53	4-20-53	4-20-53		8-20-53	Below			Waiting Initial Decision
	Southern Television, Inc.		10471				Indefinitely;					Cont'd. indefinitely on join
	Tri-State Telecasting Corp.	12	10472	4-22-53	5-25-53	5-25-53	See Remarks					pet'n. of all applicants
	WDEF B/cing Co.		10473									
CINCINNATI, OHIO									None		None	D-10674 dismissed without
(Examiner Hunting)	Tri-City B/cing Co.	74	10675	9-2-53	10-2-53	11-16-53	11-19-53	11-19-53	Required	11-24-53	Filed	prej. 11-18-53; Waiting
												Final Decision
CLEVELAND, OHIO									None		None	
(Examiner Litvin)	United B/cing Co.	19	8650	9-2-53	10-2-53	10-15-53		10-15-53	Required	10-16-53	Filed	Waiting Final Decision
CORPUS CHRISTI, TEXAS	Superior Television, Inc.		10556									
(Examiner Irion)	Keys-TV, Inc.	10	10557	6-24-53	7-24-53	8-4-53	In progress					
	K-Six Television, Inc.		10558									
	Gulf Coast B/cing Co.		10559									
	Baptist Gen'l. Convention of Texas	6	10560	6-24-53	8-3-53	8-3-53	12-4-53					
	H. L. Hunt		10577									
	Coastal Bend Television Co.	22	10578	7-1-53	7-31-53	7-31-53	Indefinitely					
DENVER, COLORADO									None		None	Appl'n. for add'l time to
(Examiner Smith)	Mountain States TV Co. (KIRV)	20	10689	9-16-53	10-29-53	10-29-53		10-29-53	Required	11-10-53	Filed	complete construction:
												Waiting Final Decision
DES MOINES, IOWA	Cowles B/cing Co.		8897									12-10 Conference to make
(Examiner French)	Murphy B/cing Co.	8	8900	9-23-53	10-23-53	10-23-53	See Remarks					stipulations; 12-15 testimony
DETROIT-FERNDALE, MICH.	Booth Radio & TV Stations, Inc.		10660									12-14 Exchg. of Information
(Examiner Butts)	Woodward B/cing Co.	50	10661	8-26-53	9-25-53	9-25-53	See Remarks					12-20 Exchg. of Pts. of Rel.
									None		None	D-10662 dismissed w/o prej.
	UAW-CIO B/cing Corp. of Michigan	62	10664	8-26-53	9-25-53	9-25-53	10-9-53	10-9-53	Required	10-12-53	Filed	10-6; D-10663 dismissed w/o
												prej. 9-22; Final Decn. 11-20
DULUTH, MINNESOTA	Head of the Lakes B/cing Co.		10289						None			
(Examiner Sharfman)	Red River B/cing Co., Inc.	3	10290	7-11-52	11-17-52	11-17-52	11-30-53	11-30-53	Required			Waiting Initial Decision
DURHAM, NORTH CAROLINA	Durham Radio Corp.		10730									11-4 pre hrg. conf; 12-10 con
(Examiner French)	Durham B/cing Enterprises, Inc.	11	10731	10-14-53	11-13-53	11-18-53						to exchg. info; 12-17 conf. to
												exchg. pts. of reliance
ERIE, PENNSYLVANIA												D-10614 dismissed 11-10-53
(Examiner Huntting)	Commodore Perry B/cing Service, Inc.	66	10615	7-29-53	8-28-53	8-28-53	12-3-53					
EUGENE, OREGON									Due &		Due &	Designated under 309(c);
(Examiner Cunningham)	Eugene Television, Inc.	13	10571	6-25-53	7-13-53	7-13-53	8-7-53	8-7-53	Filed	9-14-53	Filed	Final Dec'n. issued 11-13-53
									8-31-53		10-5-53	
EVANSVILLE, INDIANA	South Central B/cing Corp.		10461									
(Examiner Sharfman)	Evansville Television, Inc.	7	10462	4-15-53	5-25-53	5-25-53	12-15-53					
	On The Air, Inc.		10463									
	WTSH, Inc.		10464									
FLINT, MICHIGAN	WJR The Goodwill Stations, Inc.		10268	7-11-52					Due &		Due &	
(Examiner Gaguine)	Trebit Corporation	12	10269	7-11-52	11-17-52	11-17-52		2-27-53	Filed	4-30-53	Filed	Waiting Final Decision
	W. S. Butterfield Theatres, Inc.		10270	11-5-52					4-30-53		6-15-53	
FORT WAYNE, INDIANA	Radio Ft. Wayne, Inc.		10424						Due &		Due &	
(Examiner Huntting)	Anthony Wayne B/cing	69	10425	3-4-53	4-6-53	4-6-53		7-6-53	Filed	10-28-53	Filed	Waiting Final Decision
									8-3-53		11-30-53	
FRESNO, CALIFORNIA	California Inland B/cing Co.		9050				See B below					
(Examiner Cooper)	KARM, The Geo. Harm Station	12	10650	8-20-53	9-21-53	9-28-53	In progress					
GRAND RAPIDS, MICHIGAN	Music B/cing Co.		10552	6-17-53			See C below					D-10553 dismissed without
(Examiner Bond)	Peninsular B/cing Co.	23	10607	7-29-53	8-28-53	9-9-53	In progress					prejudice 8-18-53
HARTFORD, CONNECTICUT	The Travelers B/cing Service Corp.		8621									
(Examiner Litvin)	Hartford Telecasting Co., Inc.	3	10699	9-30-53	10-30-53	10-30-53	See D below					
HATTIESBURG, MISS.												
(Examiner not named)	Hattiesburg Television Co.	9	10736	10-28-53								
HOUSTON, TEXAS	KTRH B/cing Company		8796									12-1-53 pre-hearing conf.
(Examiner Cunningham)	Houston Area Television Co.	13	10753	11-12-53	12-11-53							
	Houston Television Co., Inc.		10754									
	Television B/cing Co. of Houston		10755									
INDIANAPOLIS, INDIANA	Universal B/cing Co., Inc.		8904									
(Examiner Huntting)	Crosley B/cing Corp.	8	10760	11-18-53	12-18-53							
KNOXVILLE, TENNESSEE	Scripps-Howard Radio, Inc.		10512									
(Examiner Sharfman)	Radio Station WBIR, Inc.	10	10513	5-13-53	6-15-53	6-15-53	Indefinitely					
	Tennessee Television, Inc.		10514									
LANCASTER, PENNSYLVANIA	Peoples B/cing Co.		10765						None			B/cast Bureau to file no
(Examiner Bond)	WGAL, Inc.	8	10366	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53	Required	11-13-53	12-3-53	Exceptions
LEXINGTON, KENTUCKY												
(Examiner Irion)	American B/cing Corp.	27	10747	11-12-53	12-11-53							

A. 10-15-53 Applicants filed affirmative Proposed Findings
11-9-53 All parties filed Counter Proposed Findings & Conclusions
11-20-53 Applicants filed Counter Conclusions

B. 10-14-53 Exchange of exhibits
10-28-53 Exchange of written points of reliance & drafts of stipulations
11-2-53 Further hearing conference to present stipulations & points of reliance
11-30-53 Presentation of proof

C. 10-11-53 Taking of depositions
11-5-53 Exchange of exhibits
11-30-53 Further hearing conference

D. 11-13-53 Exchange of exhibits & stipulations
11-23-53 Conference to exchange points of reliance
11-25-53 Examiner issued order controlling hearing
12-15-53 Informal conference to exchange written direct testimony
1-11-54 Parties to submit list of witnesses to be questioned
1-18-54 Cross-examination of witnesses

* * *

HERE is the boxscore on the status of comparative television hearings pending with the FCC and in proceeding before Commission hearing examiners as of Nov. 30.

It was compiled by Miss Frankie L. Fox under the direction of Robert J. Rawson, assistant chief of the Hearing Division of the FCC Broadcast Bureau. It was prepared for the use of Commissioners and the FCC staff.

Since the report was prepared, the Commission on Wednesday announced an initial decision by Examiner Basil P. Cooper looking toward grant of vhf ch. 13 at Tampa, Fla., to Tampa Times Co. (WDAE) and proposing to deny the competitive applications of Orange

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG. NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
LITTLE ROCK, ARKANSAS (Examiner Litvin)	Arkansas TelevisionCo.		10610									D-10608 & 10609 dismissed w/o proj;1-15-54 exchg. of written direct testimony
	Arkansas Telecasters, Inc.	11	10611	7-29-53	8-28-53	8-28-53	Indefinitely					
LORAIN, OHIO (Examiner Hunting)	The Lorain Journal		10525									
	Elyria-Lorain B/cing Co.	31	10526	5-27-53	6-26-53	9-15-53	Indefinitely					
MADISON, WISCONSIN (Examiner Cunningham)	Radio Wisconsin, Inc.		9099				See E below					
	Badger Television Co., Inc.	3	10641	8-12-53	9-11-53	10-23-53						
MEDFORD, OREGON (Examiner Hardy)	WMPB B/cing Service		10761									
	WMPB, Inc.	3	10762	11-18-53	12-18-53							
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc.		10457						Due & Filed 10-26-53			B/cast Bureau filed no Pro. Find; Waiting Initial Decision
	The Mobile Television Corp.	5	10458	4-15-53	5-25-53	5-25-53	10-5-53	10-5-53				
MONTGOMERY, ALABAMA (Examiner Donahue)	Montgomery B/cing Co., Inc.		10573						None Required		Due & Filed 10-27-53	Waiting Final Decision
	Alabama Television Co.	12	10574	7-1-53	7-31-53	8-27-53	9-29-53	9-29-53		10-7-53		
NEWPORT, VERMONT (Examiner Cunningham)	WCAX B/cing Corp.		10642						None Required		Due & Filed 11-20-53	B/cast Bureau filed no Except; Waiting Final Decision
	Colonial Television, Inc.	3	10643	8-12-53	9-11-53	9-18-53		9-18-53		10-2-53		
NILES, MICHIGAN (Examiner Irion)	Vereluis Radio & TV, Inc.		10642	3-23-53					Due & Filed 9-22-53		Due & Filed 11-23-53	D-10644 for modification of CP; D-10642 designated under 309(c) Waiting Final Decision
	Vereluis Radio & TV, Inc.	35	10644	8-14-53	4-22-53	4-22-53	8-27-53	8-28-53		10-23-53		
OGDEN, UTAH (Examiner Donahue)	Interstate B/cing Corp.		10756									
	United B/cing Company	9	10757	11-12-53	12-11-53							
PEORIA, ILLINOIS (Examiner Smith)	WMBD, Inc.		10541				Indefinitely					D-10543 dismissed w/o proj.; Cont'd. indef. pending Comm. action on petn. to enlarge issues
	WIRL Television Co.	8	10542	6-10-53	7-10-53	7-10-53	See Remarks					
PETERSBURG, VIRGINIA (Examiner Hardy)	Petersburg TelevisionCorp.		10737									Pre Hearing Conf. 11-19-53
	Southside Virginia Telecasting Corp.	8	10738	10-28-53	11-27-53		See K below					
PORTLAND, OREGON (Examiner Smith)	Westinghouse Radio Stations		9138	7-11-52					See F Below			Waiting Initial Decision
	Portland Television, Inc.	8	10245	7-11-52	10-1-52	10-1-52	7-20-53	7-20-53				
	North Pacific TV, Inc.		10319	9-17-52								
	Cascade Television Co.		10324	9-25-52								
	Oregon Television, Inc.		10246	7-11-52					Due & Filed 11-17-53			
	Columbia Empire Telecasters	12	10247	7-11-52	10-1-52	10-1-52	5-15-53	5-15-53		12-7-53		
	Northwest TV & B/cing Co.		10317	9-3-52					7-31-53			
PORTLAND, MAINE (Examiner Hardy)	Guy Gannett B/cing Services	13	10726	10-14-53	11-13-53	11-6-53		11-6-53	None Required	11-12-53	None Filed	D-10727 dismissed 11-10-53; Final Dec'n. issued 11-19-53
PROVIDENCE, RHODE ISLAND (Examiner Sherfesan)	Cherry & Webb B/cing Co.	16	8737	10-19-53	11-18-53	11-18-53	12-2-53					Designated under 309(c) Pre-Hearing Conf. 11-10-53
ROANOKE, VIRGINIA (Examiner Bond)	Times-World Corp.		10655									
	Radio Roanoke, Inc.	7	10656	8-26-53	9-25-53	9-25-53	Indefinitely					
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento B/cers, Inc.		9012	10-29-52					Due & Filed 1-23-53			
	KCRA, Inc.	3	10294	7-11-52	11-17-52	11-17-52		1-23-53				Waiting Initial Decision
	McClatchyB/cing Co.		9013						7-10-53			
	Sacramento Telecasters, Inc.	10	10298	7-11-52	11-17-52	11-17-52	10-5-53	10-5-53	Due & Filed 7-20-53	11-10-53	12-14-53	
SAN BERNARDINO, CALIF. (Examiner Butts)	Orange Belt Telecasters	30	10579	7-1-53	8-3-53	8-3-53		8-4-53	Due & Filed 9-14-53	9-18-53	None Filed	D-23 Comm. stayed effect of Init'l.Dec'n.; Waiting Final Decision
(Examiner not named)	KITO, Inc.	18	10696	9-30-53								Appl'n. for addl'l.time to complete construction
SAN JOSE, CALIF. (Examiner Poindexter)	F.M. Radio & TV Corp.		8539						None			Pre-Hearing Conference 11-3
	Standard Radio & TV Co.	11	10707	10-7-53	11-6-53	11-6-53	11-16-53	11-16-53	Required	11-20-53	12-10-53	
SAVANNAH, GEORGIA (Examiner Cunningham)	WSAV, Inc.		10517						See			Pro.Find. due 12-14-53; Brief's due 12-28-53
	WJIV-TV, Inc.	3	10518	5-13-53	6-15-53	6-15-53	11-6-53	11-6-53	Remarks			
SEATTLE, WASHINGTON (Examiner Donahue)	Queen City B/cing Co.		9010									
	KXA, Inc.	7	10758	11-18-53	12-18-53							
	Puget Sound B/cing Co., Inc.		10759									
SHREVEPORT, LOUISIANA (Examiner Cooper)	KCIJS, Inc.		10476						See			Affirm.Pro.Find.due 12-22-53
	International B/cing Corp.	3	10477	4-22-53	5-20-53	5-20-53	10-22-53	10-6-53	Remarks			Reply to Pro.Find.due 1-25-54
	Southland Television Co.		10522						See 9			
	Radio Station KSMD	12	10523	5-20-53	6-19-53	6-19-53	7-31-53	7-31-53	Below			Waiting Initial Decision
(Examiner Litvin)	Shreveport Television Co.		10524									
SIOUX CITY, IOWA (Examiner Cooper)	Perkins Brothers Co.		10672									
	KCOM B/cingCo.	4	10673	9-2-53	10-2-53	10-12-53	12-28-53					
SOUTH BEND, INDIANA (Examiner Cooper)	South Bend B/cing Corp.		10534				Indefinitely;					Cont'd.indef. pending Comm. action on Petn.to enlarge issue
	Michiana Telecasting Corp.	46	10535	6-3-53	7-3-53		See Remarks					
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer		10422									
	Television Spokane	2	10423	3-4-53	4-6-53	4-6-53	Indefinitely					
SPRINGFIELD, ILLINOIS (Examiner French)	Sangamon Valley TV Corp.		10701									11-10 Exchg. of info.; 12-14 Conf. to exchange points of reliance
	Capitol City TV Co.	2	10702	9-30-53	10-30-53	10-30-53	See Remarks					
	WMAY-TV, Inc.		10703									
ST. LOUIS, MISSOURI (Examiner Hardy)	KWK, Inc.		8810									11-10 Pre Hearing Conference 11-25 Exchg. of Information
	KTCC, Inc.	4	8811	11-12-53	12-11-53							
	Missouri Valley TV Co.		10752									
STOCKTON, CALIF. (Examiner not named)	Radio Diablo, Inc.		8873									
	KCCB, Inc.	13	10766	11-25-53	12-24-53							
ST.PETERSBURG-TAMPA, FLORIDA (Examiner Cooper)	The Tribune Co.		10250						Due & Filed 1-21-53		Due & Filed 8-13-53	Oral Argument held 11-4-53; Waiting Final Decision
	Pinellas B/cing Co.	8	10251	7-11-52	10-15-52	10-15-52		1-21-53		7-13-53		
	The Tampa Bay Area Telecasting Co.		10252									
	Tampa Times Co.		10253	7-11-52					Due & Filed 11-16-53			
	Orange Television B/cing Co.	13	10255	7-11-52	10-15-52	10-15-52		11-16-53				Waiting Initial Decision
	Tampa Television Co.		10330	10-8-52					7-13-53			
TOPEKA, KANSAS (Examiner Smith)	Alf M. Landon	42	10679	9-9-53	10-9-53	9-25-53		9-30-53	None Required	10-6-53	None Filed	D-10680 dismissed w/o proj. Final Dec'n. issued 11-10
WACO, TEXAS (Examiner Poindexter)	KWTX B/cing Co.		10694									
	Waco Television Corp.	10	10695	9-23-53	10-23-53	10-23-53	See H below					
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc.		10262	10-8-52					Due & Filed 6-15-53	11-4-53	12-10-53	See I Below
	KAKE B/cing Co., Inc.	10	10263	7-11-52	10-20-52	10-20-52		5-7-53				
	The Radio Station KFH Co.		10259									
	Taylor Radio & TV Corp.	3	10260	7-11-52	10-20-52	10-20-52	9-9-53	9-9-53	See J			Waiting Initial Decision
	Wichita TV Corp., Inc.	8	10261						Below			

I. 11-6-53 Conference to present points of reliance
11-13-53 Submission of revised points of reliance
11-23-53 Exchange of exhibits
12-1-53 Testimony

F. 8-19-53 Affirmative Proposed Findings filed
9-18-53 Rebuttal Proposed Findings filed by applicants only
10-19-53 Conclusions to Proposed Findings filed by D-9138 & D-10319
10-29-53 Replies to above filed by D-9138 & D-10319

G. 8-24-53 Affirmative Proposed Findings filed by parties
9-9-53 Rebuttal Proposed Findings filed by parties
9-17-53 Conclusions to Proposed Findings filed by parties
9-28-53 Replies to above filed

H. 10-20-53 Hearing Conference held
11-12-53 Exchange of information
11-24-53 Exchange of points of reliance
12-4-53 Conference for amended points of reliance
12-8-53 Exchange of exhibits
12-14/16-53 To take depositions
1-4-54 Testimony

I. Proposed Findings submitted 6-15-53 on applicants' applications only, each Proposed Findings included no conclusions or findings re opposing applicant; on 7-6-53 Replies,Supplemental Findings & Conclusions filed by applicants

J. 10-16-53 Affirmative Proposed Findings filed by applicants
12-8-53 Counter Proposed Findings & Conclusions due from all parties
12-22-53 Rebuttal Proposed Findings & Conclusions due

K. 11-10-53 Pre-HearingConference
12-18-53 Exchange of information
1-4-54 Exchange of points of reliance
1-11-54 Second Hearing Conference

* * *

Television Broadcasting Co. and Tampa Television Co. (see story this issue).

The Commission on Wednesday designated additional competitive television applications for hearings, also not shown in the chart. The new cases, scheduled to begin Dec. 31 in Washington, include the following: St. Louis vhf ch. 11, contestants St. Louis Telecast Inc., St. Louis Amusement Co., CBS and 220 Television Inc.; Mansfield, Ohio, uhf ch. 36, contestants Mansfield Journal Co. and Fergum Theatres Inc.; Milwaukee vhf ch. 12, contestants Wisconsin Broadcasting System, Milwaukee Broadcasting Co., Milwaukee Area Telecasting Corp. and Kolero Telecasting Corp.; New Orleans vhf ch. 4, contestants Loyola U., Times-Picayune Pub. Co. and James A. Noe & Co.

Earlier television status reports have been published by B•T when they were made available [B•T, Nov. 9, Oct. 17, Sept. 7, July 13 and May 8].

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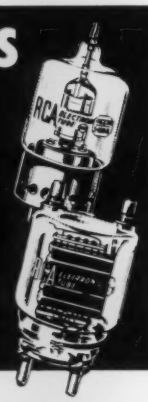

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FCC'S NEW MULTIPLE OWNERSHIP RULES

Limiting common ownership of am and fm stations to seven and television to five. Reported by the Commission Nov. 27 [B•T, Nov. 30].

Before the

FEDERAL COMMUNICATIONS COMMISSION

Washington 25, D. C.

FCC 53-1570

97842

In the Matter of The amendment of Sections 3.35, 3.240 and 3.636 of the Rules and Regulations relating to multiple ownership of am, fm and television broadcast stations — Docket No. 8967

REPORT AND ORDER

By the Commission: Commissioner Hennock concurring in part and dissenting in part and issuing a statement.

1. This proceeding involves a proposal to amend Sections 3.35, 3.240 and 3.636 (formerly 3.640) of the Commission's Rules and Regulations which relate respectively to multiple ownership of am, fm and television broadcast stations.

2. The proceeding was instituted by the issuance of a notice of proposed rule making on August 19, 1948 (13 F.R. 5060). The following parties submitted written comments with respect to the proposed amendments and also participated in the oral argument held before the Commission *en banc* on January 17, 1949: Paramount Pictures Inc., Balaban and Katz Corporation and Gulf Theatres Inc. (the "Paramount group"); Columbia Broadcasting System Inc.; the Fort Industry Company; KMMJ Inc., Salt Lake City Broadcasting Corporation, Trans-America Television Corporation and Universal Broadcasting Company (the "McKenna group"); and National Broadcasting Company Inc. In addition, written comments were submitted by Mr. E. B. Craney and Mr. Arthur W. Scharfeld.

3. The parties to this proceeding have raised numerous objections to the proposed amendments. These objections fall generally into two categories. The first group challenges the authority of the Commission to adopt rules of general applicability dealing with the subject multiple ownership of broadcast stations, while the second group objects to specific provisions of the proposed amendment. We shall first take up the arguments of the former group.

4. There has been general agreement among the parties to this proceeding that in order to guard against monopolistic tendencies and to preserve competition in the broadcasting industry the Commission can and should, in the exercise of its licensing functions, give consideration to the multiple ownership of stations. Nevertheless, it has been argued that the Commission must announce the general principle of law governing the multiple ownership of broadcast stations on a case-to-case basis only and that the Commission is here precluded from issuing rules of general applicability. This argument, however, fails to consider the specific rule making powers conferred on this Commission by the Communications Act[1] and the consistent rulings of the courts sustaining the rule making powers of this Commission, as well as other government agencies[2]. Under the Communications Act, the Commission has full authority to adopt rules giving effect to the principles that will apply in licensing radio stations pursuant to the statutory touchstone of "public convenience, interest and necessity." Such rules are designed to implement and enforce the Act and to announce publicly Commission policy with respect to factors which may warrant a denial of a license because they are incompatible with the policies and purposes of the Act. The rule making powers conferred on the Commission, expressly set forth in Sections 4(i) and 303(r) of the Act, not only authorize the adoption of rules but affirmatively direct the Commission to make such regulations as may be necessary to carry out the provisions of the Act. In addition to its rule making powers, the Commission may proceed on a case-to-case basis so that the policies and purposes of the Act will be implemented within the framework of particular cases. The choice between these alternative techniques for the implementation of the Act must be determined in light of all the relevant considerations presented by the particular problem. The Supreme Court in *Securities and Exchange Commission* v. *Chenery Corp.* 332 U.S. 194, 203-204, stated:

". . . an administrative agency must be equipped to act either by general rule or by individual order. To insist upon one form of action to the exclusion of the other is to exalt form over necessity.

". . . There is thus a very definite place for the case-by-case evolution of the statutory standards and the choice made between proceeding by general rule or by individual *ad hoc* litigation is one that lies primarily in the informed discretion of the administrative agency. See *Columbia Broadcasting System* v. *U.S.*, 316 U.S. 407, 421."[2a]

Our determination here that the problems presented by the multiple ownership of broadcast stations are best resolved by the promulgation of rules of general applicability is made on the basis of the knowledge and experience acquired by this Commission over a period of more than a decade in the handling of these problems.[3]

5. The provisions of Sections 3.35, 3.240 and 3.636 governing the multiple ownership of broadcast stations and the amendments thereof proposed in this proceeding were promulgated pursuant to the general rule making authority contained in Sections 4(i) and 303(r) of the Act and are designed to implement the Congressional policy against monopoly enunciated specifically in Sections 311 and 313 of the Communications Act. Parties to this proceeding have urged that the promulgation of these rules by this Commission is an attempt to enforce the anti-trust laws of the United States which function Congress has delegated to the Department of Justice. This contention has been advanced before, and expressly rejected by the courts. Thus, in *Mansfield Journal Co.* v. *Federal Communications Commission*, 86 U.S. App. D.C. 102, 180 F. (2d) 28, the court stated:

"Appellant argues that this amounts to enforcement of the anti-trust laws. But whether appellant has been guilty of a violation of these laws is not here in issue. The fact that a policy against monopoly has been made the subject of criminal sanction by Congress as to certain activities does not preclude an administrative agency charged with furthering the public interest from holding the general policy of Congress to be applicable to questions arising in the proper discharge of its duties. * * * Monopoly in the mass communication of news and advertising is contrary to the public interest, even if not in terms proscribed by the anti-trust laws."[4]

6. Nor do we find merit in the contention that Section 9(a) of the Administrative Procedure Act, 5 U.S.C., Section 1008, which provides that "no sanction shall be imposed or substantive rule or order be issued except within the jurisdiction delegated to the agency and as authorized by law", prohibits the adoption of these rules. The legislative history of Section 9(a) leaves no doubt that the Section was not intended to prevent an agency from adopting rules which it would be otherwise authorized to issue but was merely designed to "afford statutory recognition for the

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[1] Section 4(i) provides:

"(i) The Commission may perform any and all acts, make such rules and regulations and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions."

Section 303(r) provides:

"Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

* * *

"(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party."

[2] *National Broadcasting Company* v. *United States*, 319 U.S. 190, affirming 47 F. Supp 940; *Columbia Broadcasting System* v. *United States*, 316 U.S. 407, 420-421; *Heitmeyer* v. *Federal Communications Commission*, 68 App. D. C. 180, 95 F. (2d) 90; *Ward* v. *Federal Communications Commission*, 71 App. D.C. 166, 108 F. (2d) 486; cf. *Stahlman* v. *Federal Communications Commission*, 75 App. D.C. 176, 126 F. (2d) 124; *Securities & Exchange Commission* v. *Chenery Corp.*, 332 U.S. 194; *Lichter* v. *United States*, 334 U.S. 742.

[2a] In at least three cases in recent years the courts have expressly rejected arguments that the Federal Communications Commission should act on a case-by-case basis rather than by adopting general rules specifying in advance the circumstances under which it will or will not grant licenses. *National Broadcasting Company* v. *Federal Communications Commission*, 319 U.S. 190 (Chain Broadcasting Regulations); *Felman* v. *United States*, (N.D. Ill., Civil No. 49C227, aff'd. 339 U.S. 973 (Reserve time Rules); *American Broadcasting* v. *U.S.* (110 F. Supp 374 (S.D. N.Y.) (Lottery Rules).

[3] In 1940 the Commission adopted a multiple ownership rule for fm broadcasting stations (5 F.R. 2384); multiple ownership rules for television were adopted in 1941 (6 F.R. 2284); multiple ownership rules for am broadcasting stations were adopted in 1943 (8 F.R. 16065). These rules have been reported to Congress and discussed in hearings but Congress has never taken action to abolish or circumscribe the Commission's authority to issue such rules.

[4] See also *National Broadcasting Company* v. *United States*, 319 U.S. 190; *Southern Steamship Company* v. *National Labor Relations Board*, 316 U.S. 31.

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basic rule of law embodied in judicial decisions." Senate Judiciary Committee Print, June 1945, in Sen. Doc. No. 248, 78th Cong. 2d Sess., p. 34.[5]

7. The objections advanced by the parties to this proceeding against the specific provisions of the amended rules are considered below.

8. We need not here take up those arguments directed to the overlap and allied provisions of the outstanding proposal (subsections (1) and (2)). We have determined not to effectuate, at this time, any changes with respect to overlap. We recognize that some changes may well be desirable, but recent developments, particularly in television[6], compel reconsideration of the entire overlap question. While certain features of the outstanding proposal are unrelated to these developments and would appear to merit adoption, it is felt that such a piecemeal approach is inappropriate. Accordingly, we take no action here changing the present provisions of our rules governing overlap situations.

9. We turn now to the objections to the proposed provisions which deal with the total number of stations in which a licensee should be permitted to have an interest. The proposed rules provide that the determination whether the grant of a license would result in a concentration of control of broadcasting facilities inconsistent with the public interest will depend on the facts of each case; and the factors which the Commission will consider in making that determination are set forth with particularity. It is further provided that the Commission will consider the

[5] The Attorney General's Manual on the Administrative Procedure Act makes it clear that the purpose of Section 9(a) was to prevent administrative agencies from imposing sanctions or adopting substantive rules which had not been specifically or generally authorized by Congress. See also Senate Report on S. 7 in Sen. Doc. 248, 79th Cong. 2d Sess., p. 211; and House Report on S. 7 in Sen. Doc. 248, 79th Cong. 2d Sess., p. 274.

[6] Involved here is the question of determining the extent of overlap—that is, the population and area encompassed by the overlap. As brought out in the Sixth Report and Order (pars. 85, 88, 90, 91) and several recent cases (*In re Application of Westinghouse Stations Inc.*, 8 Pike & Fischer RR 381); *In re Application of Louis Wasmer*, 9 Pike & Fischer RR 713), this presents a particularly difficult problem in television because of the technical data available and the rules drafted on the basis of such limited data.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Immediate opening. 1000 watt station for experienced commercial manager. Interview required. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 650.

Salesmen

Guaranteed monthly income $400. against 15 percent commission, protected territory, account list for experienced salesmen. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid pension plan. Fast growing community in county with $86,000,000. annual retail sales. Personal interview necessary. Write details of training, experience, age. Box 411A, B•T.

Salesmen free to travel with well known, national organization are earning $150.-$300. weekly commissions selling new copyrighted special feature for leading tv stations in midwest. Dependable men can advance to campaign managers. $15,000.-$18,000. yearly. Write 628A, B•T.

Outstanding east coast twenty-four hour has opening for radio salesman who wants to get into five figure income bracket. This station has won several top awards, stands high in community and has top radio personalities. Send full details to Box 674A, B•T.

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Sales manager for small market station located in town of 3,500 must be fully trained capable man. $350. base, plus 10% of net. Call, write or wire George Cory, KUBC, Montrose, Colo.

Want greater sales, prestige, power, distribution *fast*. Contact Ken Cowan, one of BROADCASTING • TELECASTING's outstanding salesmakers for stations, other industry advertisers, throughout the nation. Takes only a few minutes to hear his unusual story. His years of experience, free to save you weeks and months of wondering. Write, wire, phone BROADCASTING • TELECASTING, 444 Madison Avenue, New York City, Plaza 5-8355.

Announcers

Opening southwest combination engineer-announcer with emphasis on announcing. Send details to Box 381A, B•T.

Am-tv station in southeastern market of 100,000 is enlarging announcing staff. Am and tv duties with control board ability required. Starting salary $75.00. Complete information, photo and tape or disc to Box 514A, B•T. Prefer applicants from this region.

Experienced, versatile, all-round announcer with first or second phone ticket. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75. weekly. Box 524A, B•T.

Announcer-engineer, first phone, strong on announcing, 1000 watt net affiliate, top pay, many employee benefits, good midwestern market. If you qualify, send tape and letter to Box 582A, B•T.

Good announcer-production man for combination work. Good salary for good solid mature young man with real ability. Good CBS network station. Send full information first letter, including photo and audition tape. Box 608A, B•T.

Combo man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary open. Box 614A, B•T.

Minnesota station needs sports announcer able to sell time. Good salary plus commission. Box 617A, B•T.

Help Wanted—(Cont'd)

Combo first phone man, good announcer. 250 watt Mutual station near Atlanta. Give all details. Box 643A, B•T.

Hey, you eastern sharpies! C'mon out west, where men are men, etc. We're dumping our net, and need a couple of sharp jockeys, one of whom can do sports play-by-play, one of whom wants to be PD. Sense of humor essential. Not necessarily zanies, but we'll take one. If you and your listeners have fun while you're on the air, get off the dime and write. We'll give you your own featured show, and one hell of an opportunity. Manager is a former jockey who knows deejays are important! Station is in Washington, state of. Greely was right. Frankly, the hunting and fishing here are lousy, but the money's pretty good. Send tape, background, and the usual glop to Box 659A, B•T.

Salesman-sportscaster. Metropolitan Calif. indie. Salary, com., talents. Send resume, photo, tape. Box 681A, B•T.

Experienced announcer with first class ticket for California network regional. Engineering secondary to air salesmanship. Competitive market, you must produce on the air. 45 hour, five day week. Car necessary. Moderate starting salary, future up to you. Send resume, snapshot, tape and references to Box 687A, B•T.

Combo-announcer: 1,000 watt southwest has opening for good music and news man. First class ticket desirable but not absolutely essential. An excellent proposition for a man seeking permanency. Minimum $75.00. Send resume and tape to Jack Pink, KWCO, Chickasha, Oklahoma.

Staff announcer. Strong, music, news. Send disc, resume, references. WBCK, Battle Creek, Michigan. Tv grantee.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Announcer. Immediate opening, must have experience, WEAV, Plattsburg, New York.

New midwest 1 kw fulltime indie, needs 2 deep voiced staff announcers with one year or more experience. Write or wire Kenn Early, WITY, P. O. Box 551 or phone 1313, Danville, Illinois.

Announcer. Immediate opening for good all-around staff announcer. Salary plus talent. Excellent opportunity. Send full details and audition to WJTN, Jamestown, N. Y.

Have immediate opening for two radio-television announcers. Send tape, references, salary requirements to WLOK, Inc., Lima, Ohio, or come in for interview.

Announcer, personality, experience secondary, no tapes or discs returned. WPAC, Patchogue, N. Y.

Announcer-salesman with car. Guaranteed wage with opportunity to make real money in commissions. WSMI, Litchfield, Illinois.

Announcer for early morning shift. Good pay and hours. Must be experienced. WWPF, Palatka, Florida.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Chief engineer-announcer, good voice, thoroughly experienced both fields. Prefer family man. Car necessary. $90.00—40 hours. Box 593A, B•T.

Chief engineer. Southern town, 30,000, excellent living conditions. Prefer man who can do limited announcing and one who wants to work toward a good future. Tell all first letter. Box 594A, B•T.

Help Wanted—(Cont'd)

Engineers, first class license. Experience desirable. New England area. Box 598A, B•T.

Chief engineer for 5 kw network, full-time Georgia station. Send complete information including background, experience, references and salary requirements. Box 653A, B•T.

Combo, first phone, kilowatt. Experience preferred. Urgent. Good salary. KWBG, Boone, Iowa.

Michigan independent has immediate opening for licensed engineer. Studio and transmitter location combined. Good working conditions. Send all details in first letter to M. Robinson, WHFB, Benton Harbor, Michigan.

First class operator-technician. WICY, Malone, N. Y., Phone 187.

Engineers; need 2 with 1st phone immediately for new 1 kw, fulltime indie. Write or wire Kenn Early, WITY, Box 551, or phone 1313, Danville, Illinois.

WLBC and WLBC-TV needs engineers with 1st class licenses. Depending on experience engineers start as high as $84.55 for forty-five hour week. If interested call Maury Crain, Chief Engineer at 4403 in Muncie, Indiana.

WLBC and WLBC-TV needs an assistant chief engineer. Must have 1st class license and be able to do maintenance on am-fm and tv transmitters plus video and audio gear. If interested write to Maury Crain, Chief Engineer, WLBC at Muncie, Indiana, stating experience and salary expected.

Experienced first class engineer, 1000 watt directional. No announcing. Contact Paul Dunbar, Chief Engineer, WVLK, Lexington, Ky.

Chief engineer wanted. Contact McNulty, WWIN, 1119 N. Charles, Baltimore 1, Md. Saratoga 7-3555.

Production-Programming, Others

Girl writer-announcer to handle well established participating show and interviews, write copy. Sales experience preferred. Address Box 567A, B•T.

Assistant professor of radio and television, southern university, effective February 1. Send resume, references, college transcripts. Box 572A, B•T.

Program director, must have supervisory ability and experience. Southern New England and affiliate. Box 599A, B•T.

Traffic manager with experience for top indie in southeastern market. Top pay for right person. Address Box 663A, B•T.

Copy writer-announcer. New 500 watt indie. Excellent town, future. Rush details, KBTO, El Dorado, Kansas.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Television

Managerial

Tv salesman manager—only a producer considered. Give references, complete background and salary desired. Box 558A, B•T.

General manager, needed at once for vhf tv station in one of Michigan's major markets. Must have thorough knowledge of all phases such as costs, personnel requirements, etc. All replies treated confidentially. Give complete background and experience with photo in first letter. Write Box 698A, B•T.

Announcer

Announcer and salesman with NBC station. Announcer must be versed in gathering and writing news and sports. Excellent opportunity for tv salesman. Contact WECT-TV, Elmira, N. Y.

Technical

Topnotch video maintenance man. Emphasis on "Ike" chain. Good salary and conditions. KVOS-TV, Bellingham, Washington.

Tv engineer, first class licensee for 100 kw erp transmitter. Must have experience with uhf or vhf transmitters and associated equipment. Excellent working conditions: Write for personal interview giving experience, references and salary desired. C. R. Thon, Operations Manager, WGLV, 48 North 4th St., Easton, Pennsylvania.

Help Wanted—(Cont'd)

Production-Programming, Others

Program manager and production manager. Will only consider men who are experienced. Give complete details. Box 559A, B•T.

Major market tv station needs one program director. Must be experienced as assistant PD or PD. Box 645A, B•T.

Situations Wanted

Managerial

Manager-salesmanager. Experienced 10 years all phases, including tv. Married, 2 children, veteran. Willing to purchase stock to insure permanent interest. North central location preferred. Box 616A, B•T.

General or commercial manager. Now employed general manager major market station. Young, heavy on sales, promotion and overall management. Top record and references. Box 644A, B•T.

Sales management team, familiar all phases of operation and administration. Seeking permanent association. Both are mature, stable, family men. Ready to prove ability by results. Any station from Maine to Florida. Box 647A, B•T.

Alert, ambitious, exempt, wants return radio. Managing, programming, sales. Married. Box 668A, B•T.

Station manager—7 years managerial experience. 12 years radio experience. Interested in moving to larger market with fulltime station. Prefer making change between January and April. Box 679A, B•T.

Announcers

Announcer, recent broadcasting school graduate. No experience. Third class ticket. Box 474A, B•T.

Combo man, 5 years experience as announcer, engineer and salesman. Play-by-play sports. Family man. General managers position. Midwest. Box 603A, B•T.

Sports announcer—tv and/or radio. Play-by-play all sports. Write and deliver daily sports show. Over six years experience including baseball, hockey, football, etc. Available after Jan. 1. Write Box 640A, B•T.

Experienced announcer, drifter, drinker, sincerely eager to settle permanently. Box 641A, B•T.

Girl experienced in all phases of radio and tv. Small independent station as well as network. Desires on-the-air work on small station. (Combo job). Will travel. Box 646A, B•T.

Wild, crazy, nervous country DJ. Really experienced. Also play bass. Box 648A, B•T.

Sportscaster needed? I'm your man! Desire position with progressive sports-minded station. Five years experience college basketball, football, and baseball. I guarantee excellent selling job. Lets enjoy profits of current basketball season together. Available immediately. Box 649A, B•T.

Announcer, first phone, copy, news, remotes, servicing, top references. Southwest. Box 651A, B•T.

Announcer, all phases, 9 years, network, board, draft exempt, single. Box 652A, B•T.

Rhythm and blues specialist team: powerful 1-2 punch. Have pulled several stations from red to black. Highest pulse, hooper ratings in present location. Solid background in negro radio. Box 654A, B•T.

Announcer with first class ticket. Five years experience. Mostly announcing. $80.00 a week. Northern Iowa, Minnesota, Wisconsin, or Colorado. Write Box 660A, B•T.

Darn good hillbilly DJ. Results or no pay. Draft exempt, married, car. Want to settle in nice town. Good references. Write copy, also news. Operate board. Live audition. Ready to work. Nothing under $100. Box 662A, B•T.

Experience wanted — Announcer, disc jockey, newscaster and control board. Short on experience, long on ambition. Broadcasting school graduate. Third class restricted ticket. Very conscientious and dependable. Determined to make good. Korean veteran, single, will travel. Tape on request. Box 665A, B•T.

Very pleasant voice. Excellent news-commercial delivery. Some experience. Draft exempt. Single. 21. top references. Tape on request. Box 667A, B•T.

Situations Wanted—(Cont'd)

Looking? So am I! Desire permanency. Five years experience. College graduate. Mature, reliable, smooth air style. Good DJ. Strong news and sports. Operate board, network, experience. Tape on request. Box 669A, B•T.

Experienced announcer, versatile. College graduate, veteran, operate board, conscientious, wants to settle. Box 671A, B•T.

Announcer 3 years experience in Illinois. Commercial voice. Qualified also news-music. Seek permanency, presently employed. College. Family man. Box 673A, B•T.

Sportscaster. Nine years experience, desires a change. Six years professional baseball, eight years college football, basketball and boxing. Box 683A, B•T.

14 years combined experience. 2 announcers desire positions same am-tv station. References prove successful productivity. Completely dependable, sober. Strong on appearance. Box 685A, B•T.

Program director-announcer, one kw midwest independent desires better opportunity. Married veteran, 27 years old, will move. College graduate, excellent air presentation, newscasting. Personal convictions prevent handling liquor and cigarette commercials, etc. Tape and references on request. Need an experienced worker? Let's get together. Box 695A, B•T.

Sports announcer. Three years play-by play baseball. Two years play-by-play high school and college football. Daily sports show. Have built large sports audiences. Want to join station doing minor league baseball in '54. Also staff work. Write or wire Box 696A, B•T.

Announcer, combo-man, versatile, light experience. Married, veteran. News, sports, DJ. Don Barton, 26 Linden St., Brooklyn 21, N. Y.

Seeking announcer-copywriter's job on eastern station Cambridge school graduate with air experience plus writing ability. Bob Benway, 104 W. Concord St., Boston, Mass.

Announcer, draft exempt, 3 months experience. News, sports, platters, commercials. Young, reliable. Restricted ticket. Available immediately. Travel, resume, audition. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Colored DJ, rhythm, blues, spirituals. Beginner, some experience. High potential. Tape, references. Bob Evans, 107 Princeton, Hempstead, New York.

Announcer-journalism graduate, good commercial-news delivery; news editing, copy writing. Year net station plus training. Married, 33, free to travel. Charles Royal, 311 S. Old Ranch Rd., Arcadia, Calif.

Technical

Ambitious vet wants start broadcasting. First phone 2½ years military radio experience. Experience W2NDH. Box 642A, B•T.

2 first class technicians, girls with typing and bookkeeping, desire work. Preferably together. Box 650A, B•T.

Engineer with 20 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 658A, B•T.

Engineer, first phone; one year experience. Graduate CIRE and DeForest's. Will go anywhere. Box 664A, B•T.

First phone engineer, five years experience am-tv operation. Box 670A, B•T.

7 months experience; board operation; independent station; desire larger operation station. Age 30, married. Furnish references. Specialize in newscasting, straight announcing. Box 685A, B•T.

Chief engineer job up to 1 kw. Eight years as operator. $85.00 minimum. Box 699A, B•T.

Production-Programming, Others

Experienced sportscaster, versatile newsman. Year around sports, or sports-sales, or sports-news. Northeast, midwest. Box 688A, B•T.

Attention sport stations. Available sport and program director, 6 years experience. All offers considered. Box 689A, B•T.

Situations Wanted—(Cont'd)

Television

Managerial

General or commercial. Experienced all phases. Proven sales record. Presently employed. Will work on straight commission. Box 454A, B•T.

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.

Announcers

Six years radio announcing. One year sales, production. Excellent references. Married, reliable, sober, first phone. Seeking tv opportunity. Available January. Box 684A, B•T.

Comedian-MC. Hillbilly-cowboy. Writer, producer, director. Radio, stage, tv. Box 690A, B•T.

MC-announcer. Stage, radio, tv. Writer, producer, director. Seasoned reporter. Box 691A, B•T.

Technical

Newsreel camerman-editor. Radio-tv. Newspaper, magazine experience. Promotion, publicity. Box 692A, B•T.

Production-Programming, Others

Desire to get into small tv station. Completed tv course. Veteran, ambitious. Resume on request. Box 672A, B•T.

Executive, 6 years network and local television experience, covering production, sales, operations. Box 675A, B•T.

Tv program director of midwest operation wishes to relocate with eastern television station. Executive type, strong on management. Experienced all phases television. Box 677A, B•T.

Utility man. Knows writing, production, direction, publicity, newsreel, stage, broadcasting. Box 693A, B•T.

Producer-MC. Stage and radio. Indoor-outdoor shows. Photographer, writer. Box 694A, B•T.

Producer-director, film editor, small market and NBC-TV experience. Married, 23. FCC first phone. Gil Fried, 2852 Elizabeth, Denver, Colorado.

For Sale

Stations

Rocky Mountain: 250 watt. Good area. Billings $48,000. Exclusive. $30,000. full price. Box 656A, B•T.

Active partner wanted. Fast growing west coast market. $12,500. or $25,000. will handle. Box 682A, B•T.

Equipment, etc.

Travis Tapak self-powered portable tape recorder, complete $200. Gates SA-39 limiting amplifier, $200. Both perfect, like new. WCOJ, Coatesville, Pennsylvania.

GE fm broadcast transmitter type BT-1-B, model 4BT 1 B 1, frequency range 88-108 MC, output 250 watts. Two GE crystals frequency 227.546 KC. GE fm broadcast station monitor complete with calibrate and run crystals, type BM-1-A, model 4 BM-1A. Indicator model 4 BZIA 1, power supply model 4BP2A 1, frequency range 88-108 MC. GE reg. power supply, type BP2A, model 4BP2A, 1, 105-125 volts, 1 phase, output 300 volts 0.090 A-DC with 18 spare tubes. One Auto DR1 Aire model 46 dehydrator with specialized fm antenna and between 300 and 400 foot Communications Products fm co-ax transmitter line. Used on air only three years. In perfect condition. No reasonable offer refused. WLAD, Danbury, Conn.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

(Continued on next page)

Wanted to Buy

Stations

Experienced broadcaster wants to buy single-market 250-1000 watt daytimer in upper midwest border state. Box 557A, B•T.

Mid-westerner wants 250 to 5,000 watter, city under 75,000, south or west, daytimer or unlimited. Box 627A, B•T.

Thinking of selling? If you are list with us. Clients everywhere. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

500 watt transmitter. Must be in A-1 condition. Contact George Merker, WRMN, Elgin, Illinois.

Good used DuMont flying spot scanner. Details to R. J. Carr, Purchasing Agent, International Telemeter Corp., 2000 Stoner Ave., Los Angeles 25, Calif.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

BROADCAST EQUIPMENT

SALES . . . Radio broadcast, TV, and communication equipment manufacturer has openings for aggressive sales-minded men with broadcast experience.

SALES ADMINISTRATION

High level, salaried position directing branch sales from company headquarters in Midwest. Knowledge of broadcast equipment parts and accessories essential. Previous sales or merchandising experience including inventory control with electronics jobber or in broadcast and electronics field desirable. No travel.

FIELD SALES

Sales engineer to travel and sell broadcast equipment to radio stations in Midwest territory. Salaried position with increased remuneration for more sales.

Please send full details with photo, if possible, and position preferred to Box 680A, B•T.

ANNOUNCERS
ENGINEERS

NEW 1 KW fulltime indie needs 3 deep-voiced staff announcers with 1 year or more experience. Also 2 engineers with 1st phone, preferably with board experience. $70. for 40 hour week, time and half for overtime and holidays. Paid vacation. Group insurance. Write or wire Kenn Early, WITY, P. O. Box 551, or phone 1313, Danville, Illinois.

Announcers

IMMEDIATE OPENINGS. Announcer-producer with emphasis on announcing. Feminine personality with ability to organize and conduct own programs of interest to women. Unusual opportunities at new VHF operation in midwest college community. Rush detailed information to Box 666A, B•T.

Miscellaneous

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Situations Wanted

Managerial

STATION MANAGER

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ownership, operation or control directly or indirectly of more than 7 am, 6 fm or 5 tv broadcast stations by any person to constitute a concentration of control contrary to the public interest. It is also provided that no person or any of its stockholders, officers or directors may have a direct or indirect interest in or be stockholders, officers or directors of more than 14 am, 12 fm or 10 tv broadcast stations. Tables are also included in the rules which specifically set forth the maximum number of stations in which any person or its stockholders, officers or directors may have interests less than control.

10. One of the basic underlying considerations in the enactment of the Communications Act was the desire to effectuate the policy against the monopolization of broadcast facilities and the preservation of our broadcasting system on a free competitive basis. See *Federal Communications Commission* v. *Sanders Brothers Radio Station*, 309 U. S. 470. This Commission has consistently adhered to the principle of "diversification" in order to implement the Congressional policy against monopoly and in order to preserve competition. That principle requires a limitation on the number of broadcast stations which may be licensed to any person or to persons under common control. It is our view that the operation of broadcast stations by a large group of diversified licensees will better serve the public interest than the operation of broadcast stations by a small and limited group of licensees. The vitality of our system of broadcasting depends in large part on the introduction into this field of licensees who are prepared and qualified to serve the varied and divergent needs of the public for radio service. Simply stated, the fundamental purpose of this facet of the multiple ownership rules is to promote diversification of ownership in order to maximize diversification of program and service viewpoints as well as to prevent any undue concentration of economic power contrary to the public interest. In this connection, we wish to emphasize that by such rules diversification of program services is furthered without any governmental encroachment on what we recognize to be the prime responsibility of the broadcast licensee (See Section 326 of the Communications Act). It is to effect this purpose that the foregoing specific limitation on the number of stations that may be owned, operated or controlled by any person, has been included in the multiple ownership rules.[7]

11. In view of the arguments advanced by some parties that the proposed rules are arbitrary in that they give no effect to class and size of stations, geographical locations, populations served and similar factors, we have considered alternatives to the outstanding proposal[8]. But as a result of a study of the present holdings of multiple owners, we have concluded that any proposal to limit multiple ownership on the basis of such factors as class of station or geographical location, is either unsatisfactory or unworkable.[9] For a formula, which we believe would reasonably limit ownership on such bases, would require extensive divestment of holdings by existing licensees: it is felt that this would be unduly disruptive. On the other hand, if existing licensees are to retain their present holdings, no formula can be devised which does not substantially extend the present maximum limitation on station ownership—a result felt to be completely unwarranted in view of the important policy considerations involved. As to devising a reasonable formula and "grandfathering" present holdings however greatly in excess of this new criterion, this is believed improper in view of the extensive multiple am holdings and the nature of such holdings built up over that service's long history and the consequent unfairly preferential treatment accorded such multiple owners. We conclude, therefore, that the method employed in our outstanding proposal is the only sound and

[7] Such limitations have been in effect for the fm and tv service since the multiple ownership rules for those services were adopted. The original limit of 3 televisioin stations was subsequently raised to 5 in the light of changed conditions.

[8] *In the Matter of Brunton et al.* 3 Pike & Fischer RR 291. On the basis of the facts in that proceeding, the Commission considered and gave weight to such factors as the class and power of stations in determining whether the requested transfer of an additional station to CBS would be in the public interest. The Commission's decision in that proceeding does not, however, preclude the adoption under appropriate circumstances of rules of general application such as are involved here.

It should also be noted that even if all the am stations owned by the one party are small, there is a tendency to concentrate in the same general area; under these circumstances, ownership of more than 7 stations would result in a concentration of control that would be contrary to the public interest.

[9] It is important to note that the proposed rules do take these factors into consideration in situations not involving an application for facilities in excess of the maximum permissible number.

workable one because of the history and present development of the broadcast industry.

12. As stated, the outstanding proposal equates two minority non-controlling holdings with one full or controlling ownership. In view of the contention made that the proposal is objectionable because of this effort to deal with interests less than control (e.g., that "[it] endeavor[s] to reduce to simple mathematical formulae matters that are incapable of such reduction"), we have re-examined this facet of the matter. It is our conclusion that the principle of diversification and the realities of the situation require that no distinction be made between a minority non-controlling interest and a full or controlling one. While the holder of a small interest in many instances may have slight influence on the operation of the station in question, it is also true such a person can exert a considerable influence —to an extent clearly within the objectives and purview of the described diversification policy. Several factors should be noted here: (1) there may not be a correlation between the size of the minority holding and the extent of the influence wielded; (2) it is impossible to determine on the face of the application what the influence of the multiple owner will be; indeed, it may be difficult or incapable of definite ascertainment even in a subsequent hearing; and (3) in the case of the holder who has interested himself in numerous stations, there is a good probability that because he is so actively engaged in the broadcast field, his influence will tend to be a positive or substantial one. For these reasons, we are of the opinion that to permit parties to acquire interests of any nature in more than the specified maximum numbers of stations set out within would tend to defeat the diversification policy. We have accordingly revised the multiple ownership rules so as to preclude such holdings.[10]

13. Section (a)(3) of the attached rules is also concerned with the interests that any stockholder, officer or director of a party applying for a license may have in other stations. Objections have been raised to the consideration of the interests of those who are only officers or directors but not stockholders of applicants or licensees. Such objections, however, ignore the practical realities of business organization and control, particularly in the case of corporations. In numerous business organizations the actual day to day control is in the hands of officers and directors who are not necessarily owners or stockholders. Reference need only be made to the history of the antitrust laws to discover the consequences which may flow from interlocking directorships and managements. And it is significant that Congress has inserted provisions in the antitrust laws specifically to guard against evils resulting from the interlocking interests of directors, officers and even employees of business organizations. See 15 U.S.C., Sections 19, 20. In light of these considerations, the Commission believes that it is both reasonable and necessary to take cognizance of the interests of directors and officers of licensees and applicants in order to preserve competition and prevent monopoly in the broadcasting field.

14. With respect to stockholders, Section (b) of the proposed rules provides that in applying Section (a) in the case of corporations having more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who own 1% or more of the outstanding voting stock. It has been suggested that only holders of 5% or more of the stock of such corporations should be considered. The Commission is of the opinion, however, that the provision as originally proposed should be adopted for the reason that in corporations of large size, owners of 1% of the stock may have considerable voice in the control and management; and that interests of that size should properly be considered in the application of these rules.

15. Neither the present nor proposed rules on limiting multiple ownership in tv make any distinction between vhf and uhf stations. The Commission has received several petitions[11] requesting that such a distinction be made, and that either no limitation be placed on the ownership of uhf stations or that the limitation on tv holdings be raised to either 7 or 8 with no more than five in the vhf service. This argument rests on the premise that such action is desirable in order to promote the early development of uhf. Oppositions to these proposals have also been submitted.[12] The opponents argue that the proposed liberalization of the ownership limitation with respect to uhf stations is not in the public interest and that "If it appears that uhf is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested." The Commission is now actively engaged in studying the position of the post-freeze tv station. We note that other interested parties are also engaged along this line.[13] Accordingly, we are deferring consideration of the multiple ownership facet of the uhf question to the overall uhf study.

16. We turn now to what is the appropriate specific limitation in each service on the number of stations in which one person may hold an interest. The attached rules continue in effect the existing limitation on tv station ownership which, in our judgment based on extensive experience with the problems of multiple ownership, have proven practicable and desirable. It is argued that the rules should permit the ownership of the same number of tv stations as am since tv operations now need to be buttressed by the profits of the am operation while the latter may need such service from the former in the future. But the period when television operations were largely supported by am profits has passed, and television stations, by and large, are either now operating at a profit or can reasonably look forward to such operation in the future. As to the converse argument, it is believed that restrictions on multiple ownership should be related to the circumstances of the present and immediate future rather than to some remote or possible set of circumstances in the indefinite future. In the absence of circumstances which we do not now foresee, we believe that the policy of diversification requires the adoption of the 5 station limitation.[14]

17. With respect to interests in fm broadcast stations, the attached rules, unlike the proposal which specified a 6 station fm limitation, raise the limitation to seven—the am figure. It is considered desirable to have the same limitation applicable to both aural services because of their inter-relationship and the present status of fm's growth.[15]

18. The specific limitation on the holding of interests in excess of seven am broadcast stations is a new provision of the Commission's Rules on multiple ownership. Aside from the factors set out in the prior paragraph, the greater potential of fm as compared to am for the accommodation of broadcast stations might have justified a more severe limitation in am than the limitation imposed in fm. It was determined, however, to limit the holdings in am stations of any one person to seven in order that present holdings of such stations be not unduly disrupted. The specific imitation of seven stations contained in the attached rule is consistent with the historical development of am broadcasting and the tremendous expansion that has been achieved almost entirely within the framework of that limitation: only a very few parties have holdings in excess of seven. As to these latter few, orders to show cause why they should not divest themselves of so much of their holdings as is necessary to bring about conformity with the subject rule, will be issued. Decision as to whether or not divestment will be required will be made on the basis of the arguments adduced and the factors involved in each case.

19. In view of the above considerations, we find that the public interest, convenience and necessity will be served by the adoption of the attached rules. Authority for their adoption is contained in Sections 4(i), 303(r), 311, 313 and 314 of the Communications Act of 1934, as amended.

20. Accordingly, IT IS ORDERED, this 25th day of November, 1953, that, effective 30 days after publication in the *Federal Register*, Sections 3.35, 3.240, and 3.636 of the Commission's Rules and Regulations are amended as set forth in the attached Appendix.

FEDERAL COMMUNICATIONS COMMISSION*

Wm. P. Massing
Acting Secretary

Attachments

Appendix

*See Separate Views of Commissioner Hennock attached.

Released: November 27, 1953

APPENDIX

Section 3.35 *Multiple Ownership*—No license for a standard broadcast station shall be granted to

[10] We note that some parties who now have television interests in five stations which include some of a minority nature, have applied for additional television facilities, presumably relying on the absence of any specific provision dealing with minority holdings. We feel that such parties, who may have gone to considerable expense and otherwise relied on the policy prevailing before this change, should not be penalized procedurally by the immediate dismissal of their applications. Therefore, parties who have applied for interests in excess of five before the date of adoption of this rule change and whose applications—because their holdings involved minority interests—were not defective under 1.361(c) or inconsistent with other pending applications of the party within 1.362, may, if they desire, continue to prosecute their applications by a request for waiver of either 1.362 or 1.361(c). It should be clearly understood that the waiver thus granted is a procedural one only, permitting the parties involved to continue in their hearings or other processing procedure; the holdings of such parties, whether minority or controlling, must conform to the maximum number established by the rules here adopted. It follows that a grant to such a party bringing its interests to six would be conditioned on divestment of some other interest.

[11] These petitions were filed by the National Broadcasting Company Inc., American Broadcasting Company Inc., and Allen B. DuMont Laboratories Inc.

[12] The opposing parties are Senator Edwin C. Johnson, Redwood Broadcasting Co., Fairmont Broadcasting Co., and New England Television Company.

[13] See e.g., the petition of the newly formed Ultra High Frequency Television Association dated October 27, 1953.

[14] The argument is also made that no cogent reasons exist for the disparity in tv and am multiple ownership rules in view of the fact that the tv station potential is approximately equivalent to the am station number. But there is a substantial disparity between the number of *existing* am and tv stations. Further, as brought out in paragraph 18, the am figure of 7 was selected because of the tremendous expansion which has been achieved within the framework of that limitation; a lower figure would result in either severe disruption or, in the event of "grandfathering," preferential treatment being accorded too many licensees. No such consideration pertains to the determination of the tv figure.

[15] The most recent statistics available (January 1, 1953) show that of 600 fm broadcast stations, 538 are owned by am licensees and for the most part, duplicate the am programming.

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any party (including all parties under common control[12]) if

(1) such party directly or indirectly owns, operates or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of station involved and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven standard broadcast stations.[13]

Section 3.240 *Multiple Ownership*—No license for an fm broadcast station shall be granted to any party (including all parties under common control[13]) if

(1) such party directly or indirectly owns, operates, or controls another fm broadcast station which serves substantially the same service area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly, owns, operates, controls, or has any interest in, or is an officer or director of any other fm broadcast station if the grant of such license would result in a concentration of control of fm broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven fm broadcast stations.[13a]

Section 3.636 *Multiple Ownership*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control[9]) if

(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.[9a]

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

SEPARATE VIEWS OF COMMISSIONER HENNOCK CONCURRING IN PART AND DISSENTING IN PART

I concur in the Commission's action to the extent that it adopts the rule limiting multiple ownership to seven am, seven fm and five tv stations. I disagree, however, with the following aspects of the report and order.

1) Footnote 10 appended to paragraph 12 of the report and order;

2) The decision not to adopt at this time specific provisions governing overlap situations; and

3) The failure to provide a definite geographic limitation on the number of stations in which a person may have an interest;

1. Footnote 10 states that there are some parties who have interests in five television stations, which include some of a minority nature, who have applied for additional television facilities presumably relying on the absence of any specific provisions dealing with minority holdings. The footnote permits these parties to continue to prosecute their applications by a request for waiver of either Section 1.362 or 1.361(c) of our rules. It is pointed out that a waiver thus granted would be procedural in nature, merely permitting the parties involved to continue their hearings or other processing procedures; that the interests of such parties, whether minority or controlling, must eventually conform to the maximum number established in the rules adopted today; that a grant to such a party, bringing its interests to six television stations, would accordingly be conditioned on divestment of some other interest.

I strongly disapprove of this exception. It will result in permitting a tv applicant who is also a tv licensee, while prosecuting the application, to retain his existing interests, even though, if his application is granted, the resulting multiple ownership situation would be contrary to our rules and would have to be adjusted through divestment.

In the past in the analogous cases we have consistently refused to permit such a practice. I have reference to the cases arising under Section 1.371, footnote 10, subsection 2(c). This rule reads:

"An application by a licensee or a permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in the license or permit will not be accepted for filing by the Commission with the exception of applications filed pursuant to Commission show-cause orders."

The purpose of this rule is to prevent an applicant from "standing astride" two channels at the same time, and the Commission has recognized that this is "a reasonable procedural method implementing both the purpose of Section 3.636 (multiple ownership) and the equitable and efficient processing of applications." (In re the petition of *The Vindicator Printing Co.*, 8 Pike & Fischer R.R. 328). We have consistently, and rightly so, refused to waive this rule. Yet today the Commission has seriously undermined the rationale of its position. For, the parties to whom footnote 10 of this report and order applies will be doing the very thing the quoted rule is intended to prevent—straddling two channels at the same time.

But even apart from the foregoing, I deem footnote 10 of the report and order to be legally unsound. It is axiomatic that even licensees have no vested right in their authorizations. They are bound by new rules which we adopt in the public interest. Yet, here the Commission intimates that applicants may have such a right in their applications, because they "may have gone to considerable expense and otherwise relied on the policy prevailing before this change." This is bad law and worse policy. The Commission should not feel restrained in adopting rules in the public interest by the fact that such rules may adversely affect an applicant. I am not aware of any compelling public interest considerations that would require the Commission to afford such special treatment to the applicants or applicants who will benefit from this provision.

2. With respect to the overlap problem, I feel that this is the appropriate time to adopt specific standards governing the overlap situation, especially so in television, and with respect to this service I would issue an appropriate proposal toward that end. The purpose of the multiple ownership rule is to prevent undue concentration of ownership of the mass media of communications. The overlap rules are an integral part of the rules directed toward effectively achieving this objective. The rules in effect today were adopted long before the Sixth Report and Order became effective. Their inadequacy to cope with overlap situations was recognized five years ago when the notice of proposed rule making in this proceeding was first issued. Yet today the Commission has, in effect, reaffirmed them. And it has done so in spite of the experience we have gained from the proceedings in Docket 8736 et al. and recent cases before us, which have conclusively proved, time and time again, that the available tools are too unreliable to deal realistically with tv overlap problems on a case-by-case basis.[1] We are not serving the public interest by refusing to face this problem now. Our failure to do so will undoubtedly result in a further regional concentration of ownership of media of mass communications, with its well known consequences of (a) limiting competition, (b) adversely affecting the diversification of control over the services of programs to the television public, (c) causing excessive concentration in the dynamic tv field, and (d) seriously threatening the capacity of other licensees to compete effectively.[2]

3. The rules adopted today contain an upper limit on the number of stations in which a party may have an interest. This in my opinion is not enough. For, it seems clear to me that an interest in less than the permitted maximum number of stations, concentrated in one state or a given geographical region, may often have a more deleterious effect on competition and constitute a more stifling concentration, than the ownership in excess of the permitted maximum scattered throughout the United States. Under the rules adopted today we will continue the practice of dealing with the problem of regional concentration on a case-by-case basis. If this were a new problem I would agree with this method. But having the benefit of experience I deem it inadequate. For, when faced with the problem of regional monopolies, the Commission has repeatedly failed to give it a careful and mature consideration that it deserves.[3] I would limit the ownership, in tv at least, to not more than one station in any state or geographical region which may be considered as an integrated economic unit and would issue now an appropriate notice of proposed rule making with a view to accomplishing this result. I realize that such a rule, if adopted, would necessitate divestitures of some existing interests. But the benefit which would accrue to the public would far exceed any private inconvenience.

[12] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[13] In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

[13] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[13a] In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

[9] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[9a] In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

[1] See e.g. pars. 88 and 91 of the Sixth Report and Order; *In re Applications of Westinghouse Radio Stations Inc.*, 8 R.R. 381 and my separate views therein; cf. Sec. 3.683 of the Rules.

[2] See my dissent to the grant to E. Anthony & Sons Inc., Boston, Mass., Public Notice 88265, March 26, 1953.

[3] See my dissents to the grant to Utah Broadcasting and Telecasting Corp., Public Notice 88265. 3/26/53; and to Southern Idaho Broadcasting and Telecasting Company, Public Notice 88098, 3/19/53; and my dissent in WGAL Inc., 9 R.R. 110, 119.

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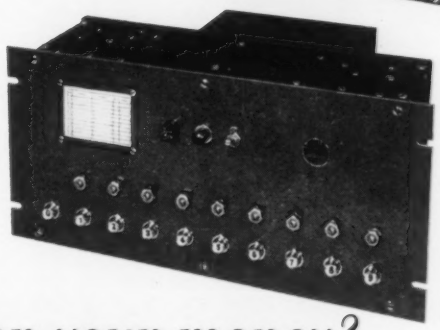

Illustrated on this page are what *we* consider to be the basic elements of a remote control system for the RCA 250 K or L transmitter. For other transmitters, different groups of elements will apply. Note that Rust not only supplies standard transmitter, control and pre-amplifier units (right) but also units for each of the functions in the table below. These units are especially designed for *your* transmitter. Each Rust system includes a complete interconnection diagram tailored to *your equipment* and *your requirements*. When you buy *Rust* you have everything you need . . . nothing else to buy; no units to fabricate.

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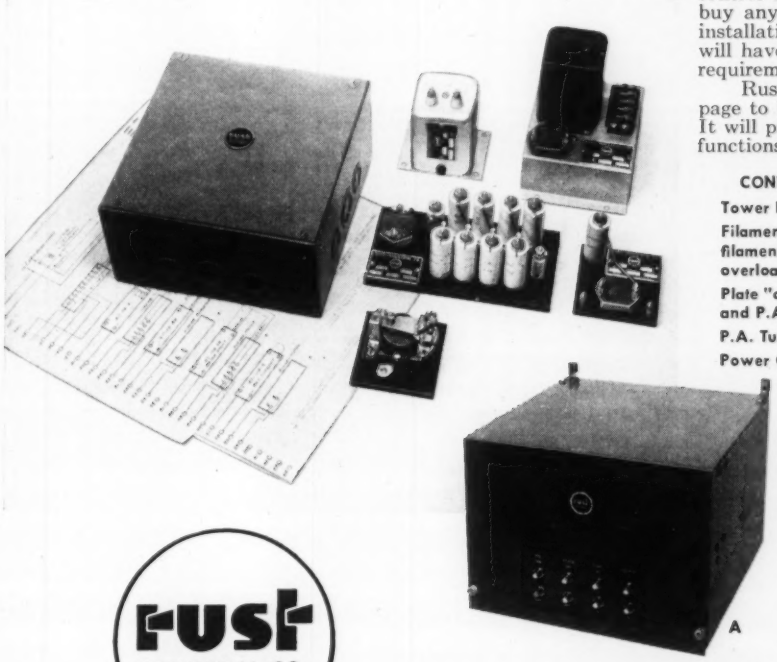

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Tower Lights	Lighting Current
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Dec. 7, 1953

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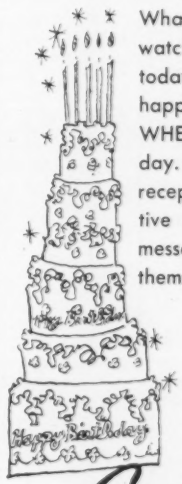
City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	40,500
Montgomery	WCOV-TV (20)	.....	18,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	74,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	17,050	.....
Yuma	KIVA (11)	14,100	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	45,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	45,550
Chico	KHSL-TV (12)	27,540	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,707,420	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	183,954	.....
Sacramento	KCCC-TV (40)	.....	28,650
Salinas	KSBW-TV (8)	187,399	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	792,600	.....
	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	371,332	.....
Tulare (Fresno)	KCOK-TV (27)	.....	.....
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)	180,825	.....
Pueblo	KCSJ-TV (5)	36,134	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	100,381
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	86,800
DELAWARE			
Wilmington	WDEL-TV (12)	159,939	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)		
	WNBW (4)		
	WTOP-TV (9)		
	WTTG (5)	559,000	.....
FLORIDA			
Ft Lauderdale	WFTL-TV (23)	.....	85,926
	WITV (17)	.....	.....
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	214,000	.....
Pensacola	WPFA (15)	.....	.....
St Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	17,447
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (11)		
	WSB-TV (2)	330,000	.....
Augusta	WJBF-TV (6)	35,000	.....
Columbus	WDAK-TV (28)	.....	13,000
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	13,900	.....
Meridian (Boise)	KBOI (2)	.....	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)		
	WTVH-TV (19)	.....	106,405
Quincy	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	21,000
INDIANA			
Bloomington	WTTV (4)	285,000	.....
Evansville	WFIE (62)	.....	25,000
Fort Wayne	WKJG-TV (33)	.....	.....
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	36,590
Muncie	WLBC-TV (49)	.....	47,800
Quincy	KHQA-TV (7) (See Hannibal, Mo.)		
South Bend	WSBT-TV (34)	.....	82,397
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	190,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Des Moines	KGTV (17)	.....	17,325
Fort Dodge	KQTV (21)	.....	.....
Sioux City	KVTV (9)	80,000	.....
Waterloo	KWWL-TV (7)	.....	.....
KANSAS			
Hutchinson	KTVH (12)	69,697	.....
Topeka	WIBW-TV (13)	39,633	.....
Wichita	KEDD (16)	.....	48,329
KENTUCKY			
Henderson	WEHT (50)	.....	24,555
Louisville	WAVE-TV (3)	310,015	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	42,801
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	77,550	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	218,184	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	46,000	.....
Lewiston	WLAM-TV (17)	.....	.....
Portland	WPMT (53)	.....	19,500
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	516,505	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)	1,117,271	.....
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	79,600
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000

EVERYWHERE YOU GO, THEY'RE WATCHING

W·H·E·N

On Egypt they're watching . . . in Rome and Delhi, and more than 250 similar communities in Central New York.



What's more, they've been watching for five years—and today 2¼ million of them happily collaborate to wish WHEN a happy 5th birthday. Happy viewers make receptive customers, receptive to your product, your message. You can reach them through WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

KCRI-TV appeals to *both* of them. The Iowa farmer *and* his city neighbor. On KCRI-TV Channel 9 they both get what they want in live, local programming and choice network fare. That's why KCRI-TV *sells* Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market. And at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

basic **ABC** *affiliate*

kcri-tv *channel* **9**
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

FOR THE RECORD

City	Outlets on Air and Channnel	Sets in Station Area vhf	uhf
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	13,500
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,000,000	.....
	WWJ-TV (4)	1,100,000	.....
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (8)	265,135	.....
Kalamazoo	WKZO-TV (3)	314,061	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	25,096
Saginaw	WKNX-TV (57)	.....	50,300
MINNESOTA			
Austin	KMMT (6)	64,421	.....
Duluth	WFTV (38)	.....	32,784
Minneapolis (St. Paul)	WCCO-TV (4) WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	405,300	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	48,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	13,400	.....
MISSOURI			
Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7)	82,022	.....
Kansas City	KCMO-TV (5) KMBC-TV (9) WDAF-TV (4)		
	WHB-TV (9)	338,699	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	149,760
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	35,905	.....
	KYTV (3)	31,300	.....
MONTANA			
Billings	KOOK-TV (2)	2,500	.....
Butte	KOPR-TV (4)		
	KXLF-TV (6)	4,000	.....
NEBRASKA			
Lincoln	KFOR-TV (10)	63,500	.....
	KOLN-TV (12)	67,160	.....
Omaha	KMTV (3), WOW-TV (6)	212,482	.....
NEVADA			
Las Vegas	KLAS-TV (8)	16,140	.....
Reno	KZTV (8)	6,072	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	15,165
Newark (New York City)	WATV (13)	4,101,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13) KOAT-TV (7)		
	KOB-TV (4)	32,333	.....
Roswell	KSWS-TV (8)	12,093	.....
NEW YORK			
Albany	WROW-TV (41)	.....	53,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	365,004	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	20,582
	WTVE (24)	.....	21,018
New York	WABC-TV (7)		
	WABD (5)		
	WATV (13) (See Newark, N. J.)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10		
	WVET-TV (10)	190,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	127,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	13,200
Charlotte	WBTV (3)	365,301	.....
Greensboro	WFMY-TV (2)	191,383	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	157,580	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	19,800	.....
Minot	KCJB-TV (13)	11,654	.....

City	Outlets on Air and Channnel	Sets in Station Area vhf	uhf
OHIO			
Akron	WAKR-TV (49)	.....	34,9
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9) WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5) WNBK (4)		
	WXEL (9)	810,361	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	330,220	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	27,2
Lima	WLOK-TV (73)	.....	21,6
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	102,2
Zanesville	WHIZ-TV (50)	.....	15,2
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	237,369	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	49,2
Tulsa	KOTV (6)	165,340	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	128,2
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	46,5
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	47,7
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55) WTPA (71)	.....	78,3
Johnstown	WJAC-TV (6)	707,722	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	240,936	.....
Lebanon	WLBR-TV (15)	.....	106,3
New Castle	WKST-TV (45)	.....	85,3
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,659,718	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,9
	WKJF-TV (53)	.....	133,0
Reading	WEEU-TV (33)	.....	54,6
	WHUM-TV (61)	.....	127,3
Scranton	WGBI-TV (22)	.....	92,5
	WTVU (73)	.....	150,4
Wilkes-Barre	WBRE-TV (28)	.....	112,0
	WILK-TV (34)	.....	120,0
York	WNOW-TV (49)		
	WSBA-TV (43)	.....	76,1
RHODE ISLAND			
Providence	WJAR-TV (10)	1,080,413	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	57,799	.....
	WCOS-TV (25)	.....	31,1
	WNOK-TV (67)	.....	30,0
Greenville	WGVL (23)	.....	32,7
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	42,157	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	31,449	.....
Knoxville	WROL-TV (6)	40,178	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	228,654	.....
Nashville	WSM-TV (4)	133,869	.....
TEXAS			
Abilene	KRBC-TV (9)	17,010	.....
Amarillo	KFDA-TV (10)	36,221	.....
	KGNC-TV (4)	36,804	.....
Austin	KTBC-TV (7)	52,050	.....
Dallas	KRLD-TV (4) WFAA-TV (8)	306,000	.....
El Paso	KROD-TV (4)	33,692	.....
	KTSM-TV (9)	32,487	.....
Ft. Worth	WBAP-TV (5)	297,201	.....
Galveston	KGUL-TV (11)	235,900	.....
Harlingen	KGBS-TV (4)	25,500	.....
Houston	KPRC-TV (2), KUHT (8)	281,500	.....
	KNUZ-TV (39)	.....	43,9
Longview	KTVE (32)	.....	16,1
Lubbock	KCBD-TV KDUB-TV (13)	35,739	.....

WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
San Angelo	KTXL-TV (8)	15,539	.....
San Antonio	KEYL (5), WOAI-TV (4)	169,007	.....
Temple	KCEN-TV (6)	56,772	.....
Texarkana	KCMC-TV (6)	40,112	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,738
Wichita Falls	KFDX-TV (3) KWFT-TV (6)	42,250	.....
UTAH			
Salt Lake City	KDYL-TV (4), KSL-TV (5)	145,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	54,000
Harrisonburg	WSVA-TV (3)	61,290	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
	WVEC-TV (15) (See Hampton)		
Richmond	WTVR (6)	182,302	.....
Roanoke	WSLS-TV (10)	102,928	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	305,700	.....
Spokane	KHQ-TV (6) KXLY-TV (4)	42,779	.....
Tacoma	KMO-TV (13) KTNT-TV (11)	305,700	.....
Yakima	KIMA-TV (27)	.....	10,098
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	237,900	.....
Parkersburg	WTAP (15)	.....	10,723
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	181,335	.....
Madison	WKOW-TV (27) WMTV (33)	.....	28,500
Milwaukee	WTMJ-TV (4)	609,582	.....
	WCAN-TV (25)	.....	164,000
	WOKY-TV (19)	.....	160,000
Oshkosh	WOSH-TV (48)	.....	11,000
ALASKA			
Anchorage	KFIA (2)	.....	.....
CANADA			
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....
HAWAII			
Honolulu	KGMB-TV (9) KONA (11)	37,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 326*; Total Cities with Stations on Air 215*; Total Sets in Use 27,481,000.

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.**

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 131

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, Montgomery Bcstg. Co. (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, KARK-TV (4), 6/18/53-March '54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, KATV (TV) (7), 6/18/53-12/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-January '54.
Corona, KCOA (TV) (52), 9/16/53—Unknown.
Fresno, KBID (TV) (53), 8/12/53-12/15/53, Meeker.
Los Angeles, KBIC-TV (22), 12/10/52-Late '53.
Merced, KMER (TV) (34), 9/16/53—Unknown.
Sacramento, KBIK-TV (46), 6/26/53-Fall '53.
Sacramento, McClatchy Bcstg. Co. (10), Initial Decision 11/6/53.
Salinas, KICU (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, Orange Belt Telecasters (30), Initial Decision 9/18/53.
San Francisco, KBAY-TV (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, Mc-Gillvra.
San Jose, KVIE (TV) (48), 6/17/53-Oct. 54.
San Jose, Standard Radio & Television Co. (11), Initial Decision 11/18/53.
Stockton, KTVU (TV) (36), 1/8/53-12/15/53, Hollingbery.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KOA-TV (4), 9/9/53-12/25/53, NBC, Petry.
Denver, KRMA-TV (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54, Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WGTH-TV (18), 10/21/53—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Tv.
New London, WNLC-TV (26), 12/31/52-Dec. '53, Headley-Reed Tv.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, WSTF (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.
Wilmington, WILM-TV (83), 10/14/53—Unknown.

FLORIDA

Clearwater, Pioneer Gulf Tv Bcstrs. (32), 12/2/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fort Myers, WINK (TV) (11) 3/11/53-Dec. '53, Weed.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry.
Jacksonville, WOBS-TV (30), 8/12/53-Apr. '54, National.
Miami, Lindsay Hopkins Vocational School, 11/12/53-Unknown.
Miami, WMIE-TV (27), 12/2/53—Unknown.
Orlando, WDBO-TV (6), 10/14/53-Apr. '54, CBS, Hollingbery.
Panama City, WJDM (TV) (7), 3/11/53-Dec. '53, Hollingbery.
Pensacola, WEAR-TV (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, Tampa Times Co. (13), Initial Decision 11/20/53.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early NBC, Blair-Tv.
West Palm Beach, Palm Beach Television Inc. 11/4/53-6/1/54.

GEORGIA

Atlanta, WQXI-TV (36), 11/19/53-Summer '54.
Augusta, WRDW-TV (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, WTOC-TV (11), 6/26/53-2/1/54, CBS, Gill-Perna.
Valdosta, WGOV-TV (37), 2/26/53-Feb. '54, Stars National.

IDAHO

Boise, KTVI (TV) (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53-12/1/53, CBS, Gill-Perna.
Idaho Falls, KIFT (TV) (8), 2/26/53-Spring '54, ABC, Hollingbery.
Nampa, KFXD-TV (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, KLIX-TV (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, U. of Illinois (*12), 11/4/53—Unknown.
Champaign, WCUI (TV) (21), 7/22/53—Unknown.
Chicago, Chicago Educational Tv Assn. (*11), 11/5/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett McKinney.
Evanston, WTIE (TV) (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53—Unknown.
Joliet, WJOL-TV (48), 8/21/53-Unknown.

INDIANA

Elkhart, WSJV (TV) (52), 6/3/53-Feb. '54.
Fort Wayne, Anthony Wayne Bcstg. (69), Initial Decision 10/27/53.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, WRAY-TV (52), 3/11/53-12/15/53, Walker-DuM, Weed.
Terre Haute, WTHI-TV (10), 10/7/53—Unknown.
Waterloo, WINT (TV) (15), 4/6/53-3/1/54.

IOWA

Cedar Rapids, KEYC (TV) (20), 7/30/53-Unknown.
Des Moines, WHO-TV (13), 9/2/53-Spring '54.
Mason City, KGLO-TV (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, KCTV (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown
Pittsburg, KOAM-TV (7), 2/26/53-12/13/53, NBC, CBS, DuM, Katz.
Topeka, Alf M. Landon (42), 11/5/53—Unknown.
Wichita, KAKE Bcstg. Co. (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Unknown, Petry.
Louisville, WLOU-TV (41), 1/15/53-Jan. '54.
Newport, Tri-City Bcstg. Co. (74), Initial Decision 11/20/53.
Paducah, WTLK (TV) (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, KVOL-TV (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, KLFY-TV (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, KPLC-TV (7), 11/12/53—Unknown.
New Orleans, WCKG (TV) (26), 4/2/53—Late Winter Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport KSLA (TV) (12), 9/19/53-12/15/53, NBC, CBS, Raymer.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MAINE

land, WMTW (TV) (8), 7/8/53-4/1/54.
rland, WCSH-TV (6), 7/30/53-12/20/53, NBC, Weed Tv.
rland, Guy Gannett Bcstg. Service (13), 11/19/53-Spring '54, Avery-Knodel.

MARYLAND

timore, WITH-TV (60), 12/18/52-1/1/54, Forjoe.
mberland, WTBO-TV (17), 11/12/53-Summer '54.
derick, WFMD-TV (62), 10/24/52—Winter '54.
sbury, WBOC-TV (16), 3/11/53-12/25/53.

MASSACHUSETTS

ton, WBOS-TV (50), 3/26/53—Unknown.
ton, WGBH-TV (*2), 7/16/53-10/1/54.
ton, WJDW (TV) (44), 8/12/53—Unknown.
kton, WHEF-TV (62), 7/30/53-Fall '54.
rence, WGIM (TV) (72), 6/10/53—Unknown.
Bedford, WTEV (TV) (28), 7/11/52-Fall, '53, Walker.
th Adams, WMGT (TV) (74), 2/18/53-12/25/53, Walker.
field, WBEC-TV (64), 11/12/53—Unknown.
cester, WAAB-TV (20), 8/12/53-Spring '54, Hollingbery.
cester, WWOR-TV (14), 6/18/53-12/4/53, ABC, DuM, Raymer (granted STA Nov. 25).

MICHIGAN

Arbor, WUOM-TV (*26), 11/4/53—Unknown.
le Creek, WBCK-TV (58), 11/20/52-January '54, Headley-Reed.
City, WNEM-TV (5), 9/2/53—Fall '53.
ton Harbor, WHFB-TV (42), 2/26/53—Unknown.
illac, WWTV (TV) (13), 4/8/53-12/13/53, CBS, ABC, DuM, Weed (granted STA Sept. 29).
roit, UAW-CIO Bcstg. Corp. (62), 11/19/53—Unknown.
Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
, WCTF (TV) (28), 7/11/52-Unknown.
WFDF-TV (12), Initial Decision 5/11/53.
kson, WIBM-TV (48), 11/20/52-12/8/53, Forjoe.
kegon, WTVM (TV) (35), 12/23/52—Unknown.
naw, WSBM-TV (51), 10/29/53—Unknown.
erse City, Midwestern Bcstg. Co. (7), 11/25/53—Unknown.

MINNESOTA

Cloud, WJON-TV (7), 1/23/53-2/28/54, Rambeau.
Paul, WCOW-TV (17), 3/11/53—Unknown.

MISSISSIPPI

mbus, WCBI-TV (28), 3/11/53—Unknown.
port, WGCM-TV (56), 2/11/53—Unknown.
son, WSLI-TV (12), 7/22/53-Jan. '54—ABC, Weed Tv.
son, WJDT (TV) (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
dian, WCOC-TV (30), 12/23/52—Unknown (granted STA Nov. 13).

MISSOURI

Girardeau, KFVS-TV (12), 10/14/53—Unknown.
Girardeau, KGMO-TV (18), 4/16/53—Unknown.
ton, KFUO-TV (30), 2/5/53—Unknown.
mbia, KOMU-TV (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H-R Television.
Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
Louis, WIL-TV (42), 2/12/53—Late '53.
lia, KDRO-TV (6), 2/26/53-1/1/54.

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RADIO experience and . . .

TRADE know how, operates . . .

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. . . and from community service comes community interest in your product.

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ABC

WFMZ-TV Allentown, Pa., negotiations are completed for purchase of a 5 kw uhf tv transmitter from Allen B. DuMont Labs, with the station expected to go on the air on ch. 67 around the first of next year. At signing are (l to r): seated, James B. Tharpe, DuMont national sales manager, and Raymond Kohn, president of Penn-Allen Broadcasting Co., WFMZ-TV licensee; standing, Lou Radford, eastern district manager, and Frank O'Connell, sales representative, both DuMont.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MONTANA

Billings, KRHT (TV) (8), 1/15/53-Fall '53.
Great Falls, KFBB-TV (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
Missoula, KGVO-TV (13), 3/11/53-7/1/54, CBS, Gill-Perna.

NEBRASKA

Kearney, KHOL-TV (13), 7/22/53-12/10/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, WMUR-TV (9), 8/26/53-2/1/54.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52-Jan. '54 (tests due Dec. 7).
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM-TV (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Bloomingdale, Great Northern Tv Inc. (5), 12/2/53—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, WHCU-TV (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WQTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.

KITE

NO DOUBLE SPOTS

NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

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San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

BMI "Pin Up" Hit

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BROADCAST MUSIC, INC.
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1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, WUNC-TV (*4) 9/30/53—Sept. '54.
Charlotte, WAYS-TV (36), 2/26/53-12/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, WTVX (TV) (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-12/20/53, CBS, DuM, Pearson.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
Wilmington, WMFD-TV (6), 7/30/53-Spring '54.

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53-Early '54, Blair Tv (granted STA Oct. 28).
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, Greater Cincinnati Tv Educational Foundation (*48), 12/2/53—Unknown.
Cincinnati, WCIN-TV (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, United Bcstg. Co. (19), Initial Decision 10/15/53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Lima, WIMA-TV (35), 12/4/52-Spring '54, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52-1/1/54, Petry.
Steubenville, WSTV-TV (9), 8/12/53-12/10/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52-1/1/54, Petry.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel (granted STA Nov. 13).
Oklahoma City, Oklahoma Educational Tv Authority (*13), 12/2/53—Unknown.
Tulsa, KCEB (TV) (23), 2/26/53-12/15/53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, KVAL-TV (13), 5/14/53-Feb. '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Portland, Oregon Television Inc. (12), Initial Decision 11/10/53.
Salem, KPIC (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Early '54.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, WSEE (TV) (35), 10/14/53—Unknown.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, WAKN-TV (54), 10/21/53—Unknown.
Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Florence, Jefferson Standard Bcstg. Co. (8), 11/25/53—Unknown.
Greenville, WGCT (TV) (4), 7/30/53-1/1/54, NBC, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.
Spartanburg, The Spartanburg Radiocasting Co. (7), 11/25/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Hodgson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Jackson, Dixie Bcstg. Co. (9), 12/2/53-6/1/54.
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Amarillo, Plains Empire Bcstg. Co. (7), Initial Decision 11/9/53.
Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Young.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID (TV) (2), 7/1/53-12/6/53, NBC, Young.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-America.
Sherman, KSHM (TV) (46), 3/4/53—Unknown.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, KRGV-TV (5), 7/16/53-12/15/53, NBC, Raymer.

UTAH

Provo, KOVO Bcstg. Co. (11), 12/2/53—Unknown.
Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, Hollingbery.

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter-Walker.
Danville, WBTM-TV (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
Norfolk, WTOV-TV (27), 7/8/53-12/6/53, ABC, DuM, Forjoe (granted STA Oct. 16).
Richmond, Winston-Salem Bcstg. Co. (29), 12/2/53-Unknown.

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery (granted STA Nov. 13).
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54, Branham.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, WLTV (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/13/53, NBC, ABC, DuM, Hollingbery.
La Crosse, WKBH Television Inc. (8), 10/28/53-6/15/54.
Madison, WHA-TV (*21), 10/7/53—Unknown.
Marinette, WMAM-TV (11), 11/18/53—Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42), 12/23/52-12/15/53, Clark.
Superior, WDSM-TV (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KTVA (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

WFBG-TV Altoona, Pa., claims to be the first U. S. tv station to install the new RCA Vidicon film camera chain. Inspecting part of the gear are (l to r): Frank E. Pellegrin, Frank M. Headley and John B. Soell, all visiting from H-R Television Inc., New York; Jack Snyder, WFBG-TV general manager; his son, Don, and George Burgoon, chief engineer of the Altoona outlet. WFBG-TV, which went on the air earlier this year, operates on vhf ch. 10.

UPCOMING

THIS MONTH

ec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

ec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.

ec. 7-8: ABC executives meet with officers of o & o tv stations, New York.

ec. 9: Radio Parts & Electronic Equipment Shows, Board of Directors, Hotel Roosevelt, New York.

ec. 9-10: NARTB Tv Code Review Board, NARTB Hdqtrs., Washington.

ec. 11: NBC-TV Affiliates' Executive Committee meets with network officials, New York.

ec. 11: Maryland-D. C. Broadcasters Assn., Sheraton (Wardman) Park Hotel, Washington.

ec. 11: Advertising Research Foundation, subscriber business meeting, Hotel Biltmore, New York.

ec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

JANUARY 1954

n. 6: Second session of 83d Congress begins.

n. 8: Daytime Broadcasters Assn., St. Louis.

n. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

n. 11 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

n. 18-19: Mutual Affiliates Advisory Committee (tentative), Buena Vista Hotel, Biloxi, Miss.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.

FEBRUARY 1954

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

MARCH 1954

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

APRIL 1954

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY 1954

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 23: NARTB Convention, Palmer House, Chicago.

SEPTEMBER 1954

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

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editorials

The Strike That Proved Nothing

IT WILL be unfortunate if the New York newspaper strike becomes an arguing point in the eternal sales competition among media. Unless the strike were prolonged, the test of radio and television as vehicles of local advertising would be utterly inconclusive.

The massive advertising load of retailing operations in New York could not be digested satisfactorily by one or two media alone, without a protracted period of readjustment, notably during the peak Christmas season. Assuming that all newspapers went permanently out of business, it would take the retailing community in New York months and probably years to accommodate itself to the situation.

It is for that reason that reports of dwindling store traffic must be considered as of only momentary significance. There is no long-range conclusion to be drawn from a story in *Women's Wear Daily* that reported a decline in retail shopping last Tuesday following the disappearance of newspapers and newspaper ads.

If there is any lesson to be learned from that report, it is that advertising *per se* is tremendously important, no matter what vehicle happens to carry it. A disruption in advertising continuity as severe as that which has occurred in New York produces equal disruption at the sales counter.

Consider what would happen if the condition were reversed and all New York radio and television stations were shut down. The effects on store traffic might not be as immediate, since newspapers carry the weight of day-to-day retail advertising which in such a situation would continue. But progressive deterioration of retailing would be certain without the powerful brand name advertising of the air.

Neither the broadcast media nor the newspapers can store up really important sales ammunition in the New York strike. In an emergency such as that radio and television can only begin to fill the advertising gap; retailers who are unaccustomed to placing their major emphasis on radio and television cannot suddenly become skillful in their use; broadcasters cannot quickly convert comparatively fixed schedules to take care of an abnormal demand for time.

This is not to say that radio and television failed to measure up to the crisis insofar as taking over the newspapers' editorial function of delivering news and non-advertising information was concerned. All stations expanded their news schedules and, as reported elsewhere in this issue, one even televised newspaper comics.

The point is that an emergency condition, for which all the parties were wholly unprepared, should not be used as an illustration of the strength or weakness of any medium.

Epic in Electronics

IT IS difficult to keep enthusiasm within reasonable bounds when considering the technical and economic promises of television tape recording, as demonstrated last week by RCA.

Even business rivals of RCA expressed extraordinary approval. There can be no doubt that we are headed for an electronic future of unimaginable accomplishment, and that future may be near at hand.

The future is assured not alone by RCA's development but by the industrial dynamism that brought it about. The economic competition among manufacturing and research companies in radio and television has stimulated scientific progress. Other companies are at work on tape systems and doubtless will have products to market in competition with RCA's.

The result of that competition is bound to provide rewards for telecaster and televiewer alike. Tape in color or black and white will make programming operations cheaper and presumably better, to the advantage of station and audience. It should be of immeasurable value to the independent station or the non-interconnected affiliate, because of tape's lower cost than film. It will be of profound importance in other entertainment fields.

But tape, however significant in itself, is only one of many technical developments now in the laboratories. The dynamism we speak of is certain to produce better and cheaper tv equipment of all kinds. There seem to be innumerable frontiers in the electronic media.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Watch those contestants a little closer . . . a subpoena-server got to me last week!"

Lamentable Limitation

AFTER FIVE years of rather desultory study, the FCC finally has begotten a new multiple ownership rule. Depending upon one's viewpoint, it is either a monstrosity or a perfect specimen.

One thing is evident: The FCC felt it had to bring forth a rule however well or ill-conceived. Broadcasters had to know where they were going and how they would get there. It does provide ground rules.

But it hardly can be said that the rule is realistic. By what stretch can it be determined that more than the new limit of seven am or fm stations, or more than five tv stations in the hands of a single entity would constitute monopoly control? Seven am stations in scattered secondary markets might not be comparable to a single clear-channel station in a center of population, either as to influence or economic well-being.

The rule was forced, not because of aural services, but because of the brisk quests for tv stations in major markets. But here again the same logic applies. Would five tv stations—vhf or uhf or mixed—in Class B or less markets be the equivalent of five vhf stations in major markets?

At best, the FCC's action must be regarded as another compromise with expediency. Since the FCC felt it had to act, or face criticism for its lethargy, the ruling can be considered a stop-gap to hold until the first round of tv allocations hearings runs its course. Indeed, the Commission leaves the way open both as to its future dealings with uhf station ownership and with the question of overlap among stations under the same ownership.

The FCC later must reconsider its action for another reason. It cannot forever reject the applications of those willing to provide service in inadequately-served areas by the device of an arbitrary limitation having no justifiable legislative or technical basis.

We think the FCC would have been better advised to have written a rule that would allow consideration of multiple ownership cases on their individual merits. Quasi-judicial commissions are set up to exercise discretionary powers. They do not have to live by hard and fast rules of their own making.

We can conceive of cases, because of geographical factors, where a second or third station in the hands of a particular entity might constitute monopoly control and of other cases where a dozen stations of any class could be operated by one party in the public interest, because of geography and local competition.

For the present, then, the rules are set. But there's nothing to preclude the Commission, on petition or on its own motion, from considering anew the whole question of common ownership. That time might well be when the present allocations hearing calendar is about exhausted, or at least clearly charted. And that could be in the next year or two.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!

WWSW